VOGUE

College Issue

160 Fashions for
THE COLLEGE WORLD
and
THE WEEK-END WORLD
Including a
$100 WARDROBE
FOR CAMPUS

AUGUST 15, 1942
PRICE 35 CENTS
40 CENTS IN CANADA

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Today's minute-men fabrics from a famous mill. Casual, durable, long-wearing tweeds and diagonals. All 100% pure wool, in rich heart-lifting colors. You'll find the Botany label in dressy or casual coats and suits, at fine stores everywhere! Use the label as your guide to value. Write for booklet "Your Woolens—Their Wear and Care," Dept. F-21.

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ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

TONI FRISSELL

Introduced originally and exclusively by Bergdorf Goodman—
the new wonder fabric, Cohama Nylon Fleece, (nylon face, cotton back),
a revolutionary development, warm, long wearing, water resistant, luxurious.

Double-breasted model, belted in back, $50; box coat, $45
In natural, camel's hair beige, dark brown and other colors.

In Faille for Fall—day and dinner versions of the same smart fashion. In a CROWN Tested Rayon and cotton faille, with make-believe "aprons" in bright color contrast. Identified by the CROWN Tested tag... a sound prediction of satisfactory wearing qualities. As seen at Lord & Taylor, New York; Mandel Bros., Chicago; Jays, Inc., Boston; Daniels & Fisher Stores Co., Denver; G. Fox & Co., Hartford; M. M. Cohn Co., Little Rock, Ark.

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SALES OFFICES: 350 Fifth Avenue, New York City; Providence, R. I.; Charlotte, N. C.; Philadelphia, Pa.

"Crown" Tested Rayon Fabrics

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The New

College Look . . is Neat

CORDUROY BOY COAT, *above.* Wide wale cotton corduroy in wonderful shades of brown, dark green, red, purple. 9 to 17, **17.95**

ALL SCOTCH AND A YARD WIDE, *top center photo.* Two-piece suit of all wool scotch plaid, MacAuley and Farquaharson, **25.00**

BRIGHT POLLY TUCKER, *top left photo.* Our own bright wool for class and dates. Black, green, red, purple. Also black, green, red rayon crepe. Sizes 9 to 17, **25.00**

THE CAMEL GIRL, *left.* Most likely to succeed. Camel-colored wool jacket, **14.95** Plaid wool skirt. 9 to 15, **9.95** Wool Shetland pull-over, **5.95**

All clothes from our Rendezvous for Slim Figures . . and all done according to W.P.B. rulings!

YOUNG EIGHTH FLOOR

Bonwit Teller

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These superfine American-made, double-woven cottons make smartness a real economy

Get yourself a pair of dawnelle gloves in Elvette

TRADE MARK

Your government wants you to buy only what you need—to make service a first consideration. If you need gloves, choose a Dawnelle glove in Elvette—the double-woven cotton of lasting durability. Dawnelle gloves are beautiful to look at and wonderful to wear. They keep their caressingly soft Antelope finish through innumerable tubbings. They surpass anything that Europe has ever produced.

DIXIE, illustrated, is a casual, serviceable slip-on with Kip seams, flared top, free-action Bolton thumb. About $2. Other styles in Elvette, in all fall colors, up to $5 at better stores, or write

MANNE & WEILL,
16 East 34th Street, New York

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Vol. 100, No. 4
Whole No. 1680

"p. m. sparklers" . . . voted perfect by our young colony crowd for any very special date in the afternoon or evening . . . particularly for all the tea-dancing they're going in for these days. Slim, figure-enhancing little dresses with soft, glimmering sequin trimming. Of "Fortune", a rayon crepe woven with Celanese* yarn, in black, brown, or royal purple, sizes 9 to 15, each 22.95.

*Reg. U. S. Pat. Off.

young colony shop, third floor

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STRAIGHT AND NARROW

The new line of deliberate purpose ••• to make you more poised, graceful ••• more dramatically appealing. Right, Chalk white sequins lighting a slender, jet black sheath. Left, Gleaming metal cloth bodice atop a reed-slim skirt. In Surf Aqua, Gold, Royal. Sizes 10 to 20. Under $30.

GOWNS BY Jean-Don* in Mallinson's WHIRLAWAY* a rayon crepe woven with Celanese* yarn

*REG. U. S. PAT. OFF.

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George Platt Lynes

RIGHT NOW

Unmistakably right, unmistakably now, these neat little well-made suits with jackets that button up to pretty new high closings. Left, soft wool, in autumn aqua, red, chive green, blue, natural, brown; $29.95. The other, crisp gabardine, red, green, autumn aqua, blue, natural, brown or black; $39.95. Suit Shop, Sixth Floor. Beautifully versatile coat of coney dyed lapin, in camel color—beautifully priced at $165—in the August Sale. Young Moderns' Furs, Sixth Floor.

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Peasant-Embroidered suit and coat of pure wool. Green or black lined in red print cotton, red or gray with yellow. Peter-pan collar suit, 29.95

Matching fitted reefer, 29.95

Sizes 9 to 15.

Mail orders filled.

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Laura Lee Burroughs

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Interesting Ideas

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A STANDBY AND A NEW PET

GREY FLANNEL (left). Pure wool men's wear flannel by Carltex. Smooth shouldered, skeleton lined jacket, cut and tailored by men's tailors so you know it's absolutely right. Sizes 10 to 20, 17.95 Skirt with double box pleat fore and aft, 8.95

EXCITING NEW DIRNDL (right). Our exclusive new one with deep, deep pockets, in the lovely Victoria plaid. Pure wool. 10-20, 9.95 Our new side-buttoned wool jersey shirt. 12-20. Navy, 6.50 White, 7.95

THE COLLEGE SHOP, ON THE FIFTH FLOOR

LORD & TAYLOR, New York and Manhasset

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NEW HAVEN PAPERS PLEASE COPY

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GOOD-LOOKING, PURPOSEFUL CLOTHES

GLEN PLAID SKIRT (left). Our slim-hipped one; box pleated all around. Pure wool in good, bold red, blue and black, black and yellow or brown and tan plaids. Sizes 10-20, 8.95
Our yoke shoulder wool and cotton Viyella flannel shirt. White, red, yellow or blue. Sizes 12 to 20, 7.95

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BLACK-WITH-BRIGHT "FURLOUGH" JERSEYS

BUTTON-BACKER (left). Plenty to catch the eye, here. The way the bright band hugs your throat like a necklace. And the soft top, melting into a sleek waist and hipline. Ken Classic in pure wool jersey. Sizes 10 to 18. 17.95

BUTTON-FRONT (right). Marvelous looking under your fur coat, with all those brilliant buttons. And the cinched-in waist makes your figure something very special. Ken Classic in pure wool jersey. Sizes 10 to 18. 17.95

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LORD & TAYLOR, New York and Manhasset

Pure, luscious wools in flame-bright colors. And lots of imaginative touches to make you gay and eye-catching. Sizes 9 to 17.

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JILL'S DRAWSTRING DRESS (right), white-ground pure wool plaid, very new. With drawstring front and bright cardigan ribbon banding. White with red or green plaids and ribbon 17.95

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JUDY 'N JILL* FASHIONS, EXCLUSIVE
WITH THE YOUNG NEW YORKER SHOP
ON THE FIFTH FLOOR

LORD & TAYLOR

NEW YORK AND MANHASSET

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"Bright with Silver" Pedigreed Fox illuminates a cloth coat of lithe lines that can lead a varied, useful life—a coat of distinguished fabric worthy of its fabulously-furred sleeves. Look for the Fromm label and blue-ribbon pedigree medallion. At better stores everywhere, or write to Fromm Bros., Inc., 275 Seventh Ave., New York.

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In this wartime economy, the effects I love lead me to TWEEDIES; — for the realizations of good taste, serviceability, and smart styling, are the natural expression of their good designing. These casuals are wearable for my day-long activities now.

Buy good things that last

Tweedies
REG. U.S. PAT. OFF.
ALLURING FOOTWEAR

SAVE—BUY WAR STAMPS AND BONDS

TWEEDIE FOOTWEAR CORPORATION • JEFFERSON CITY, MISSOURI

HEAVENLY FOR LOOKS . . .

DOWN TO EARTH FOR SERVICE

Stroock Cloud Drift

A coat of this gentle, warm-hearted fabric will lull you into a mood of contentment that comes only with quality clothes. In Cloud Drift, Stroock has blended wool and camel hair to be as long-wearing and serviceable as it is lovely to look at. A wise choice is "wear-with-everything" natural, or one of the bright, rich shades shown here. Tailored to perfection and lined with Duchess acetate rayon Satin.

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Step lightly into Fall with Air Step

THE SHOE WITH THE MAGIC SOLE

SUTTON—new fall fashion—the dressy oxford. Black suede with tiny lines of braid.

PARKER—for tailored clothes. Alligator print calf, with a new look—light and open.

JOYCE—accent for black or color in this smooth Kona red calf with bold "basting stitch" trim.

When autumn air quickens your step, slip into a pair of Air Step* Shoes—and go! There's a secret in these light-and-feminine shoes that keeps you lively all day and "Fresh at Five." It's the Magic Sole of tiny buoyant air cells that cushions every step, takes every jolt and jar for you. See Air Steps soon. Or write for name of near-by dealer. BROWN SHOE COMPANY, St. Louis.

$6.50
Higher Denver West

BERWYN—has a flattering trick in its off-the-foot trim with glinting rows of stitching.

BEAU—brown suede at its smartest in this V-throat pump with a swirling ornament.

JANET—soft-looking pump so right for afternoon. Upstanding ornament of faille.

*Reg. U. S. Pat. Off.

She goes to market in autumn's smartest colors. Her smoothly tailored suit has an orange-rust jacket atop the green skirt. On her head, a high-wide-and-handsome hat of felt, and Air Step "Loggers" on her feet. (They're authentic moccasin style, unlined, with raw seams and heavy cable stitches.) Suit by Philip Mangone. Hat by Sally Victor.

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Carolyn sponsors the suit dress in "Irresistible," a rayon crepe woven with Celanese yarn. This Regency interpretation typical for afternoon into evening is lace encrusted, in sprinkled paillettes. Black only. Sizes 10 to 20. $35.00.

Carolyn's Modes are sold exclusively in Cuba by EL ENCANTO of Havana at prices subject to tariff regulations.

* Reg. U.S. Pat. Off.

FOR THE NAME OF STORE IN YOUR CITY, WRITE NATIONAL MODES, 128 WEST 31st STREET, NEW YORK CITY

In "Irresistible" rayon crepe woven with Celanese* Yarn . . . Carolyn poses pastel wool on soft dark rayon crepe—"Irresistible" by Gilman. The result? Dresses that make your face serenely pretty . . . your figure slim and willowy. These are the elegant little suit dresses you cherish for late afternoon and later. Colors: Rose Quartz, Moonstone Blue, with Black or with Brown. Sizes 10 to 18, $29.95

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Carolyn Modes are sold exclusively in New York City at ARNOLD CONSTABLE & CO., Fifth Avenue at 40th St.; in Chicago at MANDEL BROTHERS; in Cincinnati at MABLEY & CAREW

Tailored for City or Country
in pure soft wool . . . Carolyn gives you the look you want today—
slim, competent, uncluttered, in a super version of the trench coat and trench suit, very handsome as to buttons and pockets. 100% wool, tailored by Shipman & Baker, and lined in Avalon rayon crepe, woven with Celanese* yarn
Coat colors: Winter White, Carmel Brown. $45.00. Suit colors: Brown. Green. $35. Both sizes 10 to 18. These Carolyn Hats . . . $5.50.

*Reg. U. S. Pat. Off.

in Dallas at A. HARRIS & CO.; in Indianapolis at H. P. WASSON & CO.; in Washington at THE HECHT CO.; in California at HALE BROS., and other fine stores listed on preceding page.

Barbara Lee
REG. U.S. PAT. OFF.
CLASSIC
in Regimental Rayon Gabardine
of Celanese* yarn
FABRIC by AMERICAN
PEDAL-PUSHER Culotte with adjustable Hip-Grip* back. Brown, Hunter Green, Red, Aero Blue.....About $8.
Sizes 12 to 20.
BRITISH [illegible] Man-tailored slacks with adjustable Hip-Grip* back. Brown, Hunter Green, Natural, Aero Blue.....About $8.
Commando Topper. Natural, Brown, Red, Hunter Green.....About $18.
Sizes 12 to 20.
DATE-BAIT Man-tailored jacket, hand-picked edges.....About $12.
Skirt, trouser-pleated front and back, with adjustable Hip-Grip* waistband.....About $8.
Aero Blue, Natural, Brown, Hunter Green.
Sizes 12 to 20.
For additional store names write to Associated Merchandising Corporation
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Thalhimers.....Richmond, Va.
*Pat. Pending
*REG. U.S. PAT. OFF.

Sacson

Destined for memorable occasions . . . Two wearable classics in MALLINSON'S ALICIA . . . a new mossy rayon crepe woven with *Celanese** yarn. At left, Newport News, a dressy frock glorified with scroll tucking . . . beige, flame, pale blue or black. At right, Great Lakes, a casual dress with cuff sleeves and contrasting monogramed pocket . . . black, beige, light blue, spruce green. Sizes 12 to 20. Each about $10.

At better stores everywhere, or write to: Sacson, 1350 Broadway, New York. *Reg. U.S. Pat. Off.

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Queen Quality Shoes
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Queen Quality SHOES
VARLEY
$6.95
BRANSON
Just as you interpret fashion by the saucy tilt of your hat, by an amusing lapel gadget, so Queen Quality translates style trends . . . creating for you a brilliant collection of footwear. For smartness afoot, for blissful comfort, too, wear Queen Qualitys! Write us for your dealer's name.
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You can tell at a glance . . . they're "Lanz"!

"TEA DANCE" 2 piece velveteen suit lavishly embroidered...typically Lanz. Flatteringly designed to prime you for gala occasions. Black with white, silver gray with red, blue with red, hunter green with red. Under $25. Matching beanie under $4.

"FURLOUGH" For your important dates... a deftly embroidered velveteen dress in black, bright red, emerald green, blue. The baby lamb fur jacket with red leather trim doubles for sports. Dress under $20. Jacket under $40. Fur pillbox under $5.50.

"CAREER" One of those "everywear" suits and matching coats—Lanz favorites! Both have bright applique, silvery buttons, gay linings. Basket weave tweed, in gray, green, black, navy, blue. Suit under $30. Coat under $35. Bag under $5. Felt hat under $5.

AT YOUR FAVORITE STORE, OR WRITE LANZ, INC., 668 FIFTH AVENUE, NEW YORK CITY

A Dress in War-time tempo

THE SLIM L-85 SILHOUETTE YOU'LL WEAR THIS FALL IN A DRESS THAT WILL KEEP ITS FRESHNESS AND LAST LIKE A LEGEND

Don't "sabotage" your wardrobe...it's everyone's wartime duty to make everything last as long as possible.

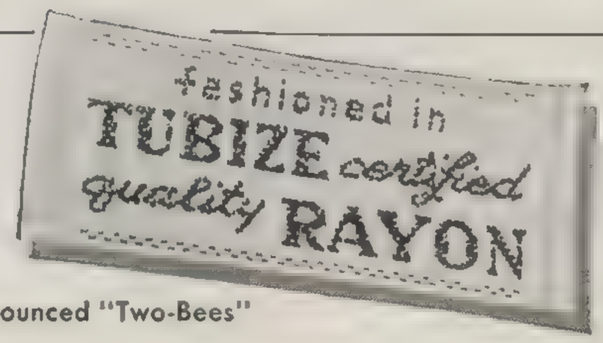
- Make sure your dress fits well—it will last longer and look smarter.
- Place shields in immediately—and change them frequently.
- Hang carefully...use shoulder covers for dresses in frequent use—garment bags for "date" or "special" dresses.
- Make minor repairs before they assume major proportions...sew up seams that split...fasten securely buttons and snaps before they "pop."
- Don't spray perfumes directly on fine fabrics... and use deodorants strictly according to label direction.
- Plan your week's wear ahead...give your clothes a chance to hang wrinkle-free by alternating their wear. Fresh-air them often—but never in the sun.
- Prompt treatment of stains is important...don't wait until your clothes become badly soiled before dry-cleaning.
- Press always on the wrong side with a warm—NEVER HOT iron. If necessary, use a slightly dampened press cloth.

**A Parnes' Victory Model*

in Hayman's "Bonita" Crepe of Tubize Rayon

Sizes 12 to 20. About $10.95
At Franklin Simon's, New York
Marshall Field, Chicago
Higbee Company, Cleveland
For names of other stores write
Samuel R. Parnes Co.
1400 Broadway, New York City

The Tubize Certified Quality label sewn in the seam of your dresses or lingerie not only indicates that the fabric is made of Tubize Rayon but that it has been tested and is certified to be satisfactory in respect to strength, color and cleanability. Tubize Chatillon Corporation, manufacturers of Rayon Yarns and Fabrics, Two Park Avenue, New York City.



Pronounced "Two-Bees"

For your "double life"

insist on Revlon Nail Enamel and Lipstick

Now that you are leading a "double life". . . NUMBER ONE, the busy war worker; NUMBER TWO, charming companion to your man . . . why *shouldn't* you have the double lure of lasting Revlon color on both fingertips and lips? For Revlon's harmonizing lipsticks, like Revlon Nail Enamel, are world famous for their marvelous "stay-on" quality. Wear "1942," "Cherry Coke," or "Scarlet Slipper" now! Nail Enamel 60¢, Lipstick 60¢, 1.00. (Fashion Note: Today your nails are beautifully tapered . . . never shockingly long.)

* "PREVIEWED" *means that every single color of Revlon Nail Enamel is actually pre-tested 160 times on busy fingertips just like yours . . . before it is bottled for you! Tested and re-tested for that "stay-on" quality and beauty of color you have learned to expect in Revlon. Tested for Revlon brilliance, for fastest drying time consistent with longest wear. That's why we feel* "PREVIEWED" *is your guarantee that Revlon is the best nail enamel in the world. And that's why Revlon is the overwhelming choice of professional manicurists. Revlon lipsticks are likewise* "PREVIEWED" *for perfection.*

Remember, *only Revlon gives you the assurance of* "PREVIEWED."

Revlon *sets the fashion for a whole nation's fingertips and lips*

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In the vanguard of war-time joyces... Alert, streamlined design on a sensational new last gives busy feet a freedom and support they haven't known since baby shoes... Extravagant toe room and a narrow heel to make you LOOK *as Alert as you* FEEL. *Available in Volunteer Blue, Red Alert, Blue Jacket, Turftan, Wintergreen, Black, White and Chalk. $6.50 pair. Matching Alert Bag, $5.00. Or you may prefer Double Quick, a classic saddle oxford on the same new last, in white or chalk with turftan trim. Same price. At Better Stores.*

By joyce
PASADENA, CALIFORNIA

the natural girl dominates the new American Scene says JOHN ROBERT POWERS

The bike and the buggy are back. The *natural* girl dominates the American scene. And the casual costume assumes first place in fashion. That is why Brewster hats —very spirited, very American—are more important than ever. Shown here is "Whirlaway", one of the many new Brewster hats selected by John Robert Powers and his Fashion Model Committee for their striking affinity for the natural girl and the changing American scene. Brewster Hats are priced at **3.95** to **7.50.** For name of nearest Brewster dealer write to **Brewster Hat Co., 411 Fifth Avenue, New York**

Cotton Freshness

for Classroom and Campus

AMERICAN COTTON MADE IN U·S·A

The clamor is for Cottons this semester!

Never a year when college lives demanded so much of clothes—never a semester when Cottons were *so right*. The soap and water *Freshness* of easy-to-keep Cottons, and the physical sense of well-being that comes from wearing tub-clean clothes, is registering importantly for classroom and campus all over the country.

Cottons to live in, work in, play in, and then dunk back to freshness. Sturdy denims, snooty corduroys, shirts, slacks and sweat shirts, that ask no quarter and need no coddling in meeting heavy schedules of a busy war-time year.

Look for all-year, all-American college clothes in your favorite shops—they're Cotton and there's a Victory Crop at down-to-earth prices.

COTTON FRESHNESS AND COLLEGE LIFE GO HAND IN HAND

In the classroom and on the campus, you are at your best when fresh and clean.

COTTON . . . tough, washable, lasting . . . makes soap-and-water freshness yours at small cost and little effort.

SIMPLE and easy to wash. No complicated instructions needed. Cotton is even stronger when wet than dry. Boil, scrub and wring it when necessary. Cotton can take it.

HEALTHFUL — Outside freshness helps maintain inside health. Cotton can stand heat and washing to make it sterile.

THRIFTY — Cotton more than repays, with long wear and sturdy service, the simple care that keeps it fresh.

NATIONAL COTTON COUNCIL OF AMERICA—COTTON-TEXTILE INSTITUTE

Vogue's ADDRESS BOOK of shops, services, and restaurants

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

FOR FURS. This is about the time when you're more than likely to be wondering whether you can get another year or two of wear out of your old fur coat. Before coming to any decision on this obviously important matter, you might try taking a trip over to Harry Jay Treu, at 147 West Thirty-Fifth Street.

Although he also makes new coats, Mr. Treu's specialty is remodeling—remodeling at a cost. His prices begin as low as $25, which includes the actual process of re-cutting and remaking (provided, of course, that no new fur is needed), a new lining and interlining, new buttons and loops, and, in addition, all seams are doubly reinforced. Mr. Treu supervises the whole job himself, and he's very particular about fit, we might add.

THE OLD SOUTH. If you like the standbys of Southern cooking then you'll like the food served at the Hearthstone Restaurant, at 15 East Forty-Eighth Street. (And if you're an unflinching Yankee, you'll like their New England specialties, as well.) The Hearthstone is definitely a place where you are certain of eating well and not expensively, either. (Luncheon begins at sixty-five cents, dinner at one dollar.) But don't for a minute think that you can keep this a secret, as innumerable people are on to it, and you're more than likely not to get your favourite table at luncheon.

Incidentally, if you like thick, hearty soups, and we do, try the black bean soup here. It's the best we've tasted—really worth its weight in pounds—just in case you are caloric-conscious. And that goes for the Hearthstone desserts, as well.

(Continued on page 24f)

ACCESSORIES

A BELT TO MATCH YOUR DRESS. Bring or send your material and we will make a leather-lined belt with covered buckle. 1" wide 50c any length; 2" wide $1.00. H & L Novelty Co., 257 W. 39th St., New York. LO 5-7674

ALL OCCASION PACKAGES

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A. L. WORKMAN—An old established firm, well skilled in making fine leather, brocade and silk bags. Needlepoint, petit points mounted. Large assortment of frames. Expert relining, repairing. Rm. 803, 424 Madison Ave., N.Y.

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NO TWO BUSTS ALIKE! BERLÉ'S custom made French Brassières. Individually designed. Exquisite workmanship. Gives permanent uplift and separation. Request booklet 'VC'. J. Berlé, 20 E. 57th St., N. Y. PLaza 9-4262

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GOOD CLOTHES DESERVE Expert Individual dry cleaning and hand pressing. Fabrics restored to original beauty. Special attention to inquiries, parcel post orders. Charné Cleaners, 540 E. 84 St., N. Y. RH 4-6043. Est. 15 yrs.

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MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

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SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our sales persons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

CUSTOM SHOE REMODELING

B. NELSON, INC.—Shoes lengthened, widened, re-fitted, redyed, handsoled over original style lasts. Suede changed to leather. Golf shoes re-spiked. Mail orders. Write for folder "V-1". 10 E. 39th St., N. Y. MU 3-6448

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A BOX OF FRUIT A MONTH! Tree-ripe fruit (Jumbo size) direct from my orchard to your home a package a month. Entire ten-month series, $19.75. Any series of six, $11.85. Any series of three, $5.95. June offering, cherries; July, unusual mixed fruits; August, peaches; September, summer pears; October, pears and apples mixed, etc. Write for details & gift suggestions. Myron Foster, Hesperian Orchards, Dept. V, Wenatchee, Wash.

DRESSMAKING

SAVE SUMMER SHOPPING HOURS. In the quiet of your own apartment, Mme. Jane will create a wardrobe for you. Our expert fitters will revivify and restyle your clothes. Cottons a specialty. 981 Madison Ave. RH 4-1600

DRESSMAKING—(Cont'd)

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RESI KERZ, Haute Couture, formerly of London, opens her New York studio for the woman who knows. Day and evening clothes created for you. Introductory price $30. By appointment only, BU 8-2664. 3 E. 75th St., N. Y.

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FASHION SHOW MODELS AND ORIGINALS $5 to $24.95. Fresh, new fashions from the better makers. Many are originals at half usual cost. Browse around. You'll make a find. 9:30 to 6:30. Olive Brooks, 740 Madison Ave. (64th)

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MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation. Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

ELECTROLYSIS—(Cont'd)

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MRS. D. DURANT, Multiple Electrolysis. Superfluous hair removed permanently, safely. Improved method. Endorsed by skin specialists. Personal service, 15th year. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Est. over 40 years in N. Y. Superfluous hair removed safely and permanently. Facial problems corrected. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

GLORIA C. ZEIDE, E. T., Unwanted hair skillfully & comfortably removed with new, modern electrolysis equipment. Absolute privacy. Free consultation. MU 6-8584. Near Grand Central. 324 E. 41 St. (Tudor City), N. Y.

REMOVE UNATTRACTIVE HAIR from face and chin with an expert, comfortable Epilation Treatment by a physician. From $5.00. Tel. El. 5-2100 for a complimentary consultation. Helena Rubinstein, 715 Fifth Ave., N. Y.

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LOUISE LLEWELLYN—Write for aid in personal adjustment problems. Serious research forecasts present events—$2. Next 12 months—$10. Send birth date, name at birth with check. 147 N. Stanley Dr., Beverly Hills, Cal.

HESTER PEABODY solves your problems if indecision bothers you, by personal reading, immediate forecast. Send name at birth, birth date and two dollars. Ask questions. 451 Marlboro Street, Boston, Massachusetts

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FURS

LET US RESTYLE YOUR FURS NOW to advance 1943 lines. All remodeling planned and supervised by Molot, formerly with Bergdorf Goodman Fur Corp. Special rates. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, redesigns, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

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WANTED! WORN FUR COATS! Highest cash. For mink, Persian, seal, leopard & other fine furs. Also gentlemen's clothing. Out-of-town customers invited. Licensed—bonded. I. M. Fur Co., 1 W. 34, near 5 Ave. WI. 7-7969

FURS REMODELED

OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1943 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years' guarantee, 3 years' storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's), 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

CORRECTIVE HAIR COLORING by daylight. Natural tinting of gray hair. Consultation on problems. Styling (Fr. razor cut) $2, includes shampoo, cut, wave. Custom permanent $10. Szabo, 45 E. 55, 2nd Floor, EL 5-9758

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EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT MAKES YOU BEAUTIFUL! Styles your hair; exclusive "Flexible permanent"; smart, long-lasting; even on bleached, dyed, white hair. $10-$15. Bklt. V. Robert, Coiffeur, Parfumeur, 642 5th Ave., N. Y. PL 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

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MAISON JEANPIERRE for your "gamine" self-dressing permanent . . . special care given for natural results—welcome any difficult problems, expert advice and consultation free. Call PLaza 3-6262. 6 East 53rd St., New York

YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

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LURA DE GEZ, 714 5th Ave. (bet. 55 & 56 Sts.). Originator of the use of bows in the hair—"Bow-Catch-Beau". Personalized beauty for hair, skin and nails. Custom Permanents from $10. Brush-Shampoo Set $3.50. CIrcle 7-5818

L. ANDRE—In Coiffures . . . "non plus ultra". For the discriminating woman who desires the ultimate in Hairdressing. Permanents (Anti-Drying Method). Consultations without charge. 509 Madison Ave. (at 53rd), N. Y. EL 5-8883

HOWARD (formerly of Antoine, Saks 5th Ave.), for exclusive "Cream Permanents", $12.50. Expert hair coloring. "Perfect-Curl" fingerwave (it stays set!) and shampoo $2. 9 Rockefeller Plaza, Suite 719. CIrcle 5-5961

RENDA & FRANÇOIS (formerly of Best & Co.) Hairstylists understanding the most difficult hair problems. Creators of the feather cut and specialists in very soft permanents. 220 Madison Ave., N. Y. MU 5-9300 or 6-9465

ROBERT SIEVERS—Hairstylist expert on Permanent Waving—Hair coloring. Est. 25 years. Coiffures created to suit your individuality. Decorative hair pieces made to order. Fifth Avenue Hotel (9th Street). AL 4-3925

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MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., N.Y.C.

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N.Y.C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods—all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

LOUIS PARME excels in the modern art of transformations. Custom made with a masterful technique ensuring comfort and a completely natural effect. Remodelling & redressing. 7 East 55 St., New York. WI 2-1665

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GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

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SEEKING A PROFITABLE CAREER? Or are you furnishing your home? Learn decoration at home in 30 fascinating lessons. Write for Booklet V-6, Arts & Decoration Home Study Course, 116 E. 16 St., N. Y. 19th year

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ANTIQUE JEWELRY sold, restored, copied. Also specialize in remodeling old-fashioned pieces into modern jewelry. Work done on premises with distinct craftsmanship. PL 5-3885. A. Desteian, 46 West 58th St., N. Y.

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THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

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SUEDE, LEATHER CLOTHING, HANDBAGS, accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL 3-0470

Vogue's ADDRESS BOOK *of shops, services, and restaurants*

AS GOOD AS NEW. Conservation is the order of the day, and the Leathercraft Process people do wonders along these lines. They have made quite a name for themselves by their superb cleaning of suèdes and leathers. Leathercraft does a great deal of "make it do another year" work. For instance, if that favourite alligator bag has lost its original gloss and patina, Leathercraft can make it look as good as new. (All that is needed is to restore the glaze that was put into the leather in the original tanning process and that age has worn off.)

Or if you have a suède bag that has become soiled, shiny, and worn at the corners—Leathercraft will clean it, re-nap those corners, and, if you want, re-dye the bag. (They can dye it a black that won't come off on your hands.)

These people are so expert at their work that many of the shops selling suède dresses sell them with a tag saying, "Have cleaned by Leathercraft Process." Their address is 1052 First Avenue, and their telephone number is PLaza 3-0470.

TO LUNCH. One of the town's best outdoor eating spots is the pavilion of the Marguéry. Here you get all the pleasantness of eating out-of-doors with that privacy never achieved at a sidewalk café.

As this is probably a favourite of yours, as well as ours, there's not much sense in our telling you too much about it. Suffice it to say that the hot hors-d'œuvres (called Canapés Marguéry) and the Cold Salmon Parisienne are as good as ever. The Marguéry, year in and year out, manages to maintain its high standards, and we love it whatever the season.

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SLENDERIZE in a club-like atmosphere— Ulrich Massage Studio, 31 East 60th Street, New York. Ladies' Special! 10 treatments—$20. Vapor Cabinet, Vibrator, Roller, Shower. Residence Service. Telephone REgent 4-3688

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MOTH HOLES, TEARS, BURNS REWOVEN! On woolens, silks, linens, laces. Process defies detection! Costs less! Mail orders. Request folder. Little Mending Shop, 63 W. 42nd St., N. Y. C., near 6th Ave. Phone PE 6-2126

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SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 723 Madison Ave., N. Y. Bet. 63rd & 64th St. RE 7-4279

VOGUE'S BOOK OF SMART DRESSMAKING Revised edition with how-to-do-it diagrams. All about cutting, fitting, sewing, finishing. 25c at Vogue Pattern Stores or by mail from Condé Nast Publications, Greenwich, Conn.

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ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

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I. MILLER'S RECONDITIONING service is timely now that it's a patriotic duty to get the most wear from your good shoes. Write for folder on shoe repair services. 689 5th Ave., 450 5th Ave., 1552 B'way & 49 W. 34 St., N.Y.

WIEDHOPF LTD., 730 5th Ave., New York. In the arcade. Showing Summer and new Fall shoes on individual lasts. All hand made. Comfortable prices. Style card. Sizes 2½ to 13, AAAAAA to C. Telephone CIrcle 5-9714

AIR STEP—The Shoe With The Magic Sole. Distinctive Styles plus Cushiony Comfort. Sizes 3 to 11, AAAA to C. $6.50 add $1 for 10½ & 11. Mail orders filled. Send for booklet. Air Step Shoe Shop, 4 E. 34 St., N. Y.

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LUXENBERG "ANDREWS SHOP"—distinctive custom tailored sports clothes for cruises, resorts. Women's suits and coats individually tailored; moderately priced. Slacks to measure, $14.50 up. 485 Madison (52 St.), N. Y.

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ENGRAVED WEDDING INVITATIONS. Announcements, Visiting Cards, Monogrammed Stationery. Quality engraving for three generations. Write for samples. J. P. Stevens Engraving, 45 Pryor Place, N.E., Atlanta, Ga.

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MANYA KAHN'S NEW NINE-DAY Wonder Course will give you a New Face and Youthful Figure in a surprisingly short time! A trial treatment ($3) will convince you. $50 Course now $35. PL 3-7623. 53 West 57 St.

GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

RESTAURANTS—DINING

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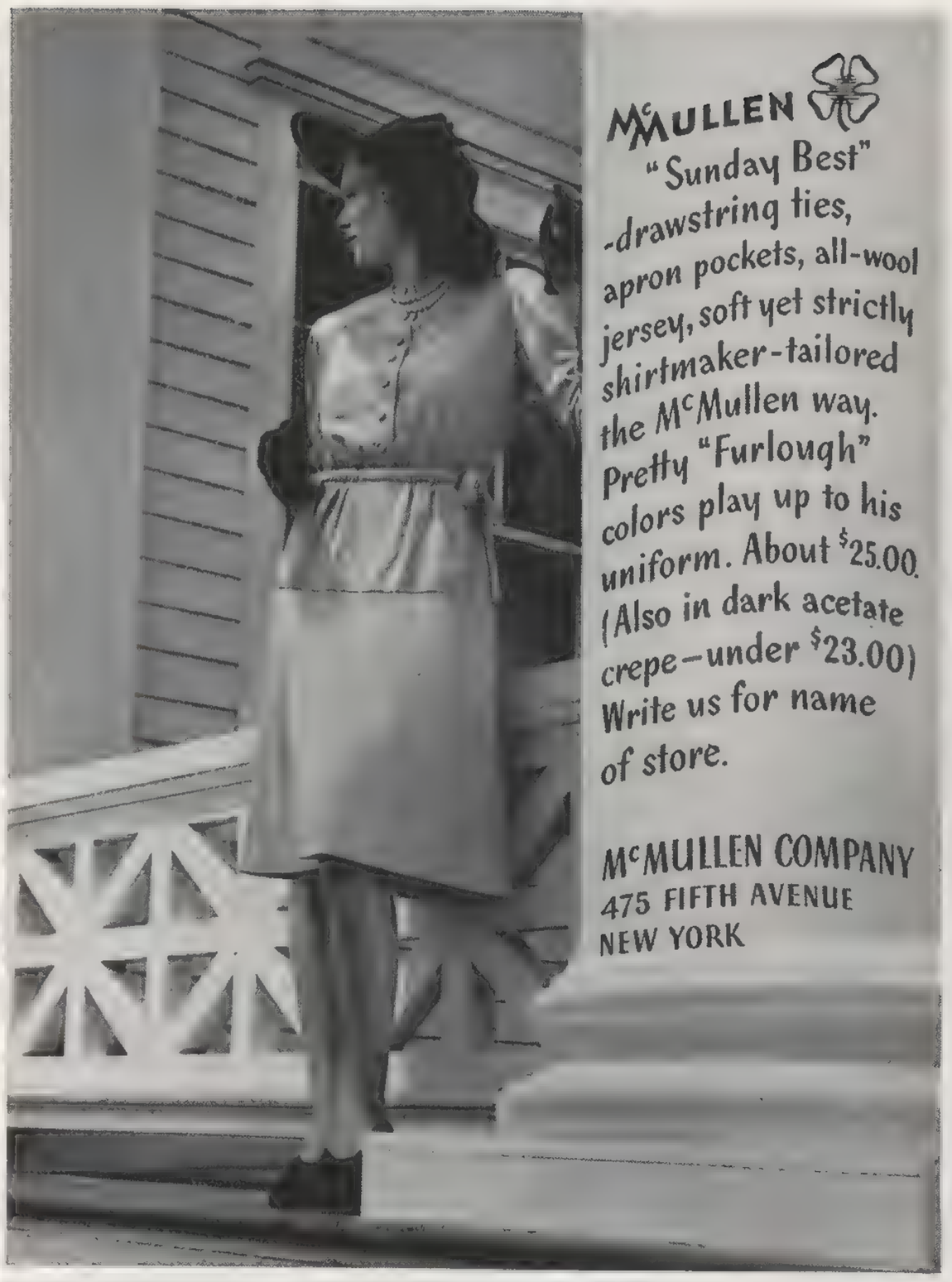

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NEW YORK

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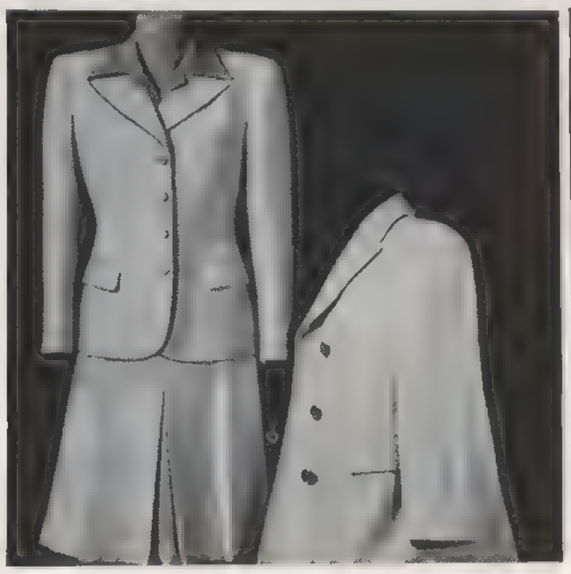

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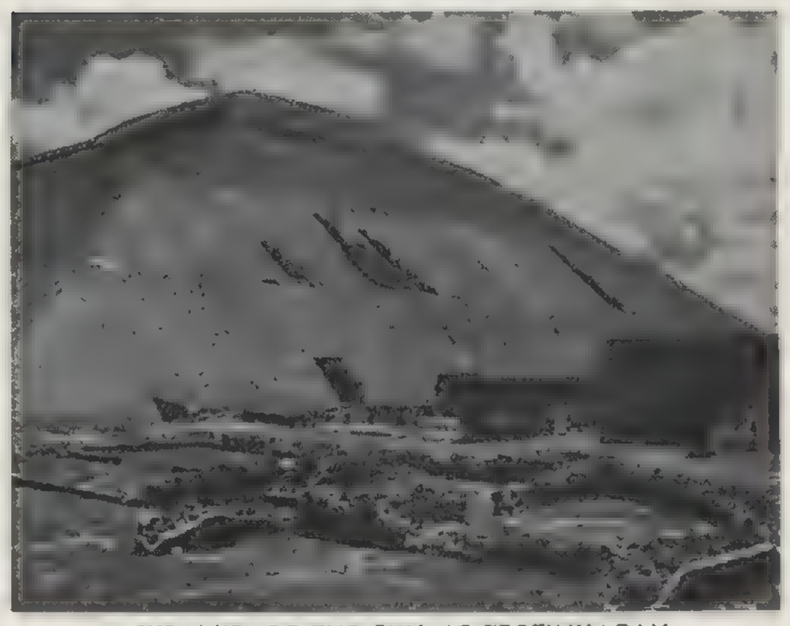

PYRAMID OF THE SUN AT TEOTIHUACAN

CIRCLED by change, Mexico stays unchanged, the past and the future knotted in one long, slow span of time. In a year of splintered connections, this sense of continuity makes Mexico as reassuring as the sight of a policeman on a dark street. You may go there for many reasons. Because it is wonderfully foreign, and you don't need a passport. Because Mexico City is very gay. Because, the rains just ended, the landscapes are green and laughing. In any case, if you go to Mexico, this is what you'll remember—the permanence, the continuity of cycles, calmly moving and returning.

This feeling is strongest in the little towns that are tucked like handkerchiefs into the back-pockets of the country.... In Fortin, where you can stay at the Hotel Ruiz Galindo and watch the chaste reflection of Mount Orizaba in a pool, with a frame of hot, bawdy tropical flowers around it.... In the scenery, rich as brocade, around Patzcuaro with its lake where the boats have big, thin, moth-wing sails.... In the convent of Santa Monica at Puebla, founded in 1606 for women whose husbands went off to look for gold....

Remote as it sounds, you can easily step into this pace of life in Mexico. From Los Angeles and New York, the trip by train takes four nights, and from Saint Louis a direct train leaves daily for Mexico City. You will feel the mood of the country as you ride the National Railways of Mexico, and you stop at stations where Indians swarm the platform, selling opals. You will feel it most, seeing modern Mexico, busy in its war effort, busy being a great granary and mine for the democracies. Through it all, the mark of Mexico is still the width and peace of the shock-absorbing land.

LUIS MARQUEZ

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You can buy Vogue's College

DESCRIPTION ON PAGE 35

In 105 cities from coast to coast, fine stores are featuring Vogue college fashions shown in this issue. In the stores listed on these two pages, you'll find a selection of the clothes Vogue's editors have chosen for you. Check the list to find the store nearest you. This year, college is a part of the world, and many college clothes bear no visible stamp of the campus. Every young career-woman-in-the-making... every smart woman who can wear young clothes...will be combing the College Shops for these first fresh fashions of the season—so soundly made, so practically priced. But...the stores listed here rate mid-August as the college girl's big shopping moment, and you'll find them set to help you pack for college with foresight—and flourish—without a penny wasted!

ARIZONA

Phoenix ..... **Korricks'**

ARKANSAS

Fort Smith .. **Boston Store Dry Goods Co.**
Little Rock ..... **The M. M. Cohn Co.**
Texarkana, Arkansas-Texas ..... **Kline's**

CALIFORNIA

Bakersfield ..... **Harry Coffee**
Fresno ..... **Harry Coffee**
Los Angeles ..... **I. Magnin & Co.**
Oakland ..... **I. Magnin & Co.**
Pasadena ..... **I. Magnin & Co.**
Sacramento ..... **Bon Marché**
San Francisco ..... **I. Magnin & Co.**

CONNECTICUT

Hartford ..... **Sage-Allen**
Waterbury ..... **Forester, Inc.**

COLORADO

Denver .. **The Daniels & Fisher Stores Co.**

DISTRICT OF COLUMBIA

Washington ..... **Frank R. Jelleff, Inc.**

DELAWARE

Wilmington ..... **Bird-Speakman, Inc.**

FLORIDA

Jacksonville ..... **Cohen Brothers**
Orlando ..... **Dickson-Ives Co.**

GEORGIA

Atlanta ..... **Davison-Paxon Co.**
Savannah ..... **Leopold Adler Co.**

HAWAII

Honolulu, T. H. ..... **M. McInerny Ltd.**

ILLINOIS

Chicago ..... **Carson Pirie Scott & Co.**
Quincy ..... **Halbach-Schroeder Co.**

DESCRIPTION ON PAGE 68

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Fashions *at these stores...*

INDIANA
South Bend.....**George Wyman & Co.**
Indianapolis.....**L. S. Ayres & Co.**

IOWA
Sioux City.....**T. S. Martin Company**

KANSAS
Independence.....**Montaldo's**

KENTUCKY
Lexington.....**Loom and Needle**

LOUISIANA
Shreveport.....**The Fashion**

MARYLAND
Baltimore.....**O'Neill & Co.**

MASSACHUSETTS
Boston.....**Jays**
Fall River.....**House of Fashion, Inc.**
Worcester.....**Richard Healy Co.**

MICHIGAN
Ann Arbor.....**Goodyear's**
Detroit.....**The J. L. Hudson Company**
Flint.....**Herbert N. Bush, Inc.**
Grand Rapids.....**The Strauss Shop**
Jackson.....**The Elaine Shop**
Kalamazoo.....**Sally's Clothes Closet**
Traverse City.....**Marie Evelyn Shop**

MISSISSIPPI
Meridian.....**The Liberty Shops**

MISSOURI
Kansas City.....**Harzfeld's**
St. Louis
Scruggs-Vandervoort-Barney, Inc.

MINNESOTA
Minneapolis...**The Young-Quinlan Co.**
Rochester.....**C. F. Massey Co.**
St. Paul.....**Frank Murphy**

NEW YORK
Albany.....**Honigsbaum's**
Buffalo.....**L. L. Berger, Inc.**
Elmira.....**The Gorton Coy**
Rochester.....**McCurdy's**
Utica.....**The Little Shop**

NEBRASKA
Lincoln.....**Hovland-Swanson Co.**

NORTH CAROLINA
Asheville.....**Jean West**
Charlotte.....**J. B. Ivey & Co.**
Durham.....**Baldwin's**
Greensboro.....**Montaldo's**
Winston-Salem.....**Montaldo's**

OHIO
Athens.....**Logan's**
Cincinnati.....**Mabley & Carew**
Cleveland.....**The Lindner Coy**
Columbus.....**Montaldo's**
Dayton.....**Billy Lewis, Inc.**
Portsmouth.....**The Marting Bros. Co.**
Toledo.....**The Gillespie Shop**
Youngstown.**The Strouss-Hirshberg Co.**
Zanesville....**The H. Weber Sons & Co.**

OKLAHOMA
Bartlesville.....**Montaldo's**
Oklahoma City.....**Kerr's**
Tulsa.....**Seidenbach's**

OREGON
Eugene.....**Russell's**
Portland.....**Meier & Frank Co.**

PENNSYLVANIA
Altoona.....**Brett's**
Harrisburg.....**Mary Sachs Shop**
Hazleton.....**Wears, Inc.**
Lancaster.....**Mary Sachs Shop**
Philadelphia.....**Bonwit Teller & Co.**
Pittsburgh.....**Joseph Horne Co.**
Scranton.....**The Heinz Store**
Washington.....**Hal Lewis**
Wilkes-Barre.....**Beverly**

SOUTH CAROLINA
Columbia....**Cabaniss Company, Inc.**
Greenville.....**Meyers-Arnold**

TEXAS
Abilene.....**Ernest Grissom's**
Beaumont.....**Rosenthal's, Inc.**
Dallas.....**Neiman-Marcus**
El Paso....**Popular Dry Goods Co., Inc.**
Fort Worth.....**The Fair**
Houston.....**The Fashion**
Longview.....**Martin's**
San Antonio.....**Frost Bros.**
Wichita Falls...**W. B. McClurkan & Co.**

TENNESSEE
Chattanooga.....**Miller Bros. Co.**
Memphis...**The John Gerber Company**

UTAH
Salt Lake City.....**Makoff**

VIRGINIA
Charlottesville
Barbara Rosser, Costumes
Norfolk.....**The House of Arther Morris**
Richmond.....**Miller and Rhoads, Inc.**
Roanoke.....**S. H. Heironimus Co., Inc.**

WEST VIRGINIA
Clarksburg.....**Broida's, Inc.**
Parkersburg.....**Broida's, Inc.**
Wheeling.....**Hal Lewis**

WISCONSIN
Milwaukee.....**T. A. Chapman Co.**

WASHINGTON
Seattle.....**I. Magnin & Co.**
Tacoma.....**Couzens**

CANADA
Montreal.....**Henry Morgan Co. Ltd.**

DESCRIPTION ON PAGE 56

DESCRIPTION ON PAGE 65

DESCRIPTION ON PAGE 69

For the student body

Two jacket dresses for those "special" dates. The one on the left is 100% virgin wool in black. It also comes in gray and its material is 80% wool and 20% rabbit hair—$25.00. The dress on the right comes in Black, Pine Green or Royal Blue and is made of 85% virgin wool and 15% rabbit hair. The jacket is decorated with hand embroidery of gold plated bullion—$35.00. Both in Junior sizes 9 to 15.

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On our cover, college beige. Wyncord corduroy suit, $30. Turquoise-lined coat, $35. Beret, $6. Gloves are by Aris. Lipstick—Barbara Gould's "Skylark." All from Altman

VOGUE

incorporating VANITY FAIR

Clothes for College and Week-ends

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AUGUST 15, 1942

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Jackson, Mich.....Jacobson's
Jackson, Miss.....The Emporium
Janesville.....Hagen's
Joplin.....Newmen Merc. Co.
Kansas City.....Geo. B. Peck
Lincoln.....Hovland-Swanson
Madison.....Harry S. Manchester
Memphis.....B. Lowenstein & Bros.
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Illustrated: design patent numbers 115269 & 114496
also three other versions, one style (gored skirt) in Little women's sizes 12½ to 26½,—one style, (pleated skirt), in Little women's sizes 12½ to 26½—one style, (gored skirt), in regular sizes 12 to 44.

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Vogue's 8th Prix de Paris

CONTEST RULES

Here's your chance to step straight from college into a career! First prize in Vogue's Prix de Paris is a year's position on Vogue's fashion staff. Second prize is a $500 War Bond! Cash prizes will also be awarded for the five best articles submitted. In addition, Honourable Mentions will be awarded to contestants whose papers show unusual merit. Enter the contest today!

1. Each entrant must be a member of the graduating class of 1943 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 30th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, an article which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, February 1 and March 1. Save your copies of Vogue until the end of the contest; you will need them for reference.

6. Answers to each quiz must be mailed on or before the 30th of the month in which the quiz appears.

7. Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit an article in competition for the major prizes and Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit an article.

9. Subjects for articles will be announced in the April 1 issue. Articles must not exceed 1500 words and must be mailed not later than April 30th.

10. All quiz papers and articles must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1943.

Vogue's Prix de Paris, 420 Lexington Ave., N. Y.

Please enroll my name as an entrant in Vogue's 8th Prix de Paris contest.

NAME_____

COLLEGE ADDRESS_____

HOME ADDRESS_____

CITY_____ STATE_____

V-8-15-42

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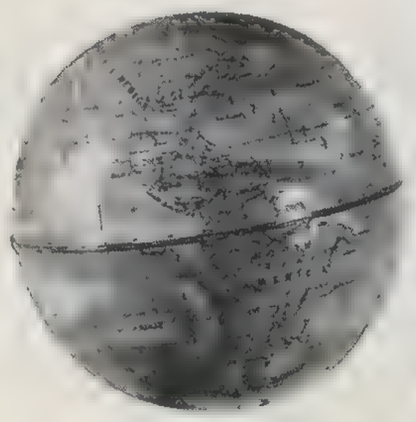
Vogue's-Eye View of

c  llege

Something new has been added to college life. You see its looming shape in the word "college," above; you feel its presence on sunny campuses. It's called The World. It can no longer be shut comfortably outside college walls, college curricula, college thinking. It's invaded all of them; maybe just for the duration, maybe for good.

It's in the college girl's mailbox, in letters from brothers and beaux in Australia, Ireland, Iceland. It's in the empty gas tanks of roadsters that used to zoom off to week-ends at Cambridge, Princeton, New Haven. It's at the proms where couples dance to victrola records, because the money that used to go for Name Bands now goes to war relief. It's in campus blackouts and air-raid drills; courses in mechanics and meteorology; sober conferences on post-war problems.

It's a part of the 1942 college girl herself—of her thinking, her clothes, her fun, her plans. She works harder than she ever has in her life—because she knows that trained minds are far more valuable, to her country and the world, than untrained ones. She puts 10% of her allowance into War Bonds.

She wears clothes that are ration-minded, duration-minded, and just plain pretty—like the clothes all through this issue. She still has fun; she still goes on week-ends—by bus, if necessary. She marries, perhaps, while she's still at college. In any event, when she graduates she won't find herself hurled, suddenly, into the world. It's been part of her, and she part of it, right along.

BALKIN

HORST

SHOPS THAT HAVE THIS DRESS ARE LISTED ON PAGE 32

TIME OUT FOR DANCING

TIME TO STAY IN COLLEGE

Why to stay there
What to do there
What to wear there
How to look there

MAYBE it was a tussle—deciding to go back to college this year. Maybe you felt, obscurely, like a slacker, going back to your books, your friends, your fun, instead of plunging into a job in a bomber plant or a Government agency or something directly, actively connected with the war. But you're going back, all the same. Not only because you like to finish what you start. Not only because you want to collect that diploma you've worked for. But because you know it's the right thing to do.

You know that finishing your education is about the most important contribution you can make, right now, to the future of your country and the world. You know that technical and scientific training is desperately needed for the war effort; that the Government is subsidizing college courses in engineering, physics, chemistry, medicine. You know, too, the enduring importance of the social studies, and—beautiful word—the Humanities. All are needed to make up the mental and spiritual, as well as intellectual, equipment of a free citizen, in a free country; a free world.

You, yourselves, have summed up your reasons far better than we can hope to do—in your answers to a question in Vogue's last Prix de Paris contest. The question was: Offered the choice between a war job and staying on at college, which would you choose? Martha Winckler (University of California) wrote:

"...To lay aside an educational plan now, before it's completed, is short-sighted patriotism at best. There is a peace to think of, as well as a war, and it's going to take all the facts and ideas that we, the young, can wrest from our books and lecture halls, and all the straight-thinking habits we can acquire, to win that peace..."

And Nancy Flagg of Smith, winner of the 1941-'42 contest, wrote: "There's a lot of good will in the world, and eager energy. But there's too little ripeness, too much forced growth, too many careers pulled up by the roots. The men haven't very much choice—they just get transplanted. But we who can still mature gradually are somehow honour-bound to try to..." To all of which we say: Hear, hear. The rest of this issue is devoted to you who are going to college, or going back to college, this year. To your work; your fun; and—not least important—your looks. (Continued on next page)

← TIME OUT FOR DANCING

Time out to make the most of his shore leave, your campus leave. Time out for dancing in a dress as gala as your smile. A dress with a black rayon crêpe sweater top; yellow velveteen skirt. $25. Time out for nostalgia, too—the perfume he gave you and will remember you by; Corday's "Toujours Moi." Dress, bracelet, perfume; Bloomingdale's

GEORGIA: MECHANICS

BARNARD: PLANE-SPOTTING

LAKE ERIE: FLYING-LESSONS

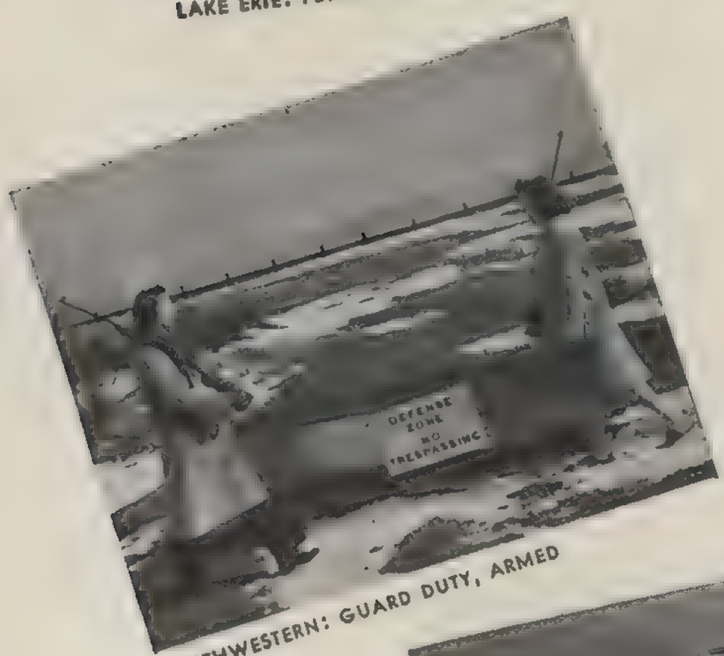
What kind of wardrobe will you choose for this new, tauter kind of college year? Like everyone else, you'll have less money to spend on clothes. Like everyone else, you're apt to have fewer—and better—clothes; you'll want the maximum of wear and fun from the clothes you have.

Like everyone else—that's more or less the way you'll want to look this year. You won't want your clothes to scream "College Girl" a mile away; you'll want to look, simply, like a well-dressed young woman of the world. The clothes in this issue illustrate our point. All of them are at ease off campus, too. And all, needless to say, comply with wartime restrictions.

You'll want, like everyone else wants this year, one wonderful coat that goes over Everything. A day-and-night coat that looks as well at 9 A.M. on the way to class, as it does at 9 P.M. on the way to a party. It might be made of something that's never before been seen on a campus. Nylon, perhaps, straight out of the laboratory, as in the camel-hair coloured one you see herein. It might be a shaggy red wool one, with a tuxedo front of muskrat. Or a beige wool one, lined with quilted red flannel—cotton flannel.

Automobiles may have departed from your life, but they've left a nice little souvenir behind for your wardrobe. That good stiff fabric which used to upholster them was *too* good to stay idle. So now it's been made into suits... pinafores...overalls...skirts...all guaranteed to give your clothes as much pleasant mileage as your car used to have. This upholstery fabric is cotton, but it keeps out the cold, and it helps relieve wool shortages.

Other cold-weather cottons that will have a big year on campus are corduroy and velveteen. Corduroy, the comfortable, the catch-eye, makes the suit and topcoat and beret you see on our cover. Velveteen has a new look—because it's taking to quilting. It is no accident that quilting is back. Quilting insulates you, keeps you warm. The Chinese quilt silk for warmth, the Russian soldiers wear quilted jackets to keep out the biting cold. In fact, a Russian-born artist, Simeon Braguin, is the designer of many of the quilted clothes shown in this issue. Quilted velveteen afternoon suits, a quilted velveteen evening coat...wool evening coats are against the law. (Continued on page 119)



NORTHWESTERN: GUARD DUTY, ARMED

U. OF DETROIT: RIFLE-SHOOTING

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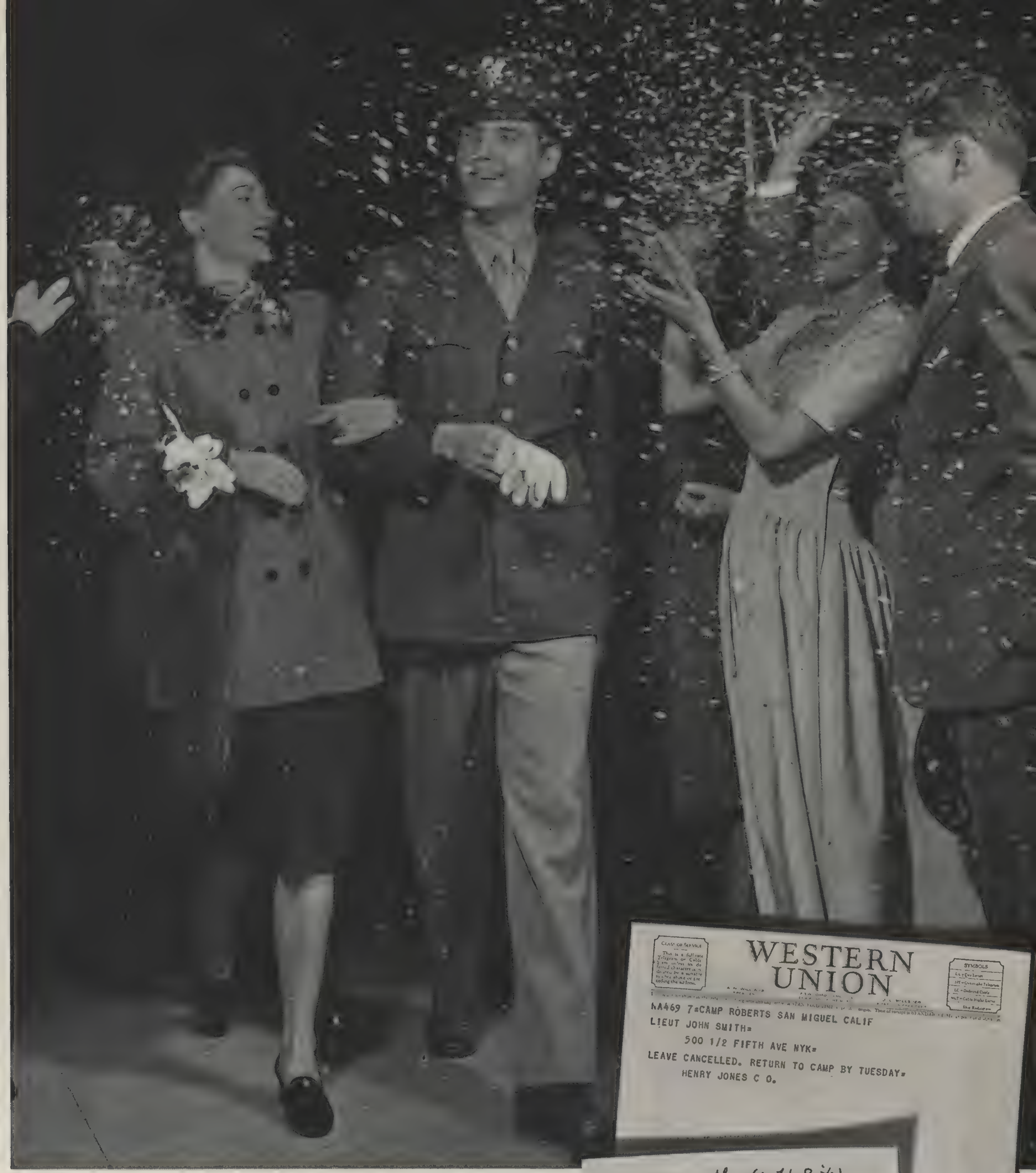


BALKIN-PIX

. . . and then back to college

1942 wedding: a few scant days for preparations, ceremony, everything. Afterwards—he'll go back to camp; she, back to college. Now—she "goes away" in a box-coat of taupe Hockanum wool chinchilla. Vera Maxwell design; $50. Lord and Taylor

Newer than Slacks
Long-shorts
Grey wool flannel, $9
Tan shirt, white accessories
All, Peck and Peck
Guatemalan book bags
TONI FRISSELL

Short culottes

Grey Hockanum wool flannel combined with plaid cotton $11
Black crew sweater
All, Lord and Taylor

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

AUTOMOBILE-UPHOLSTERY COTTON MAKES THESE CLOTHES

TONI FRISSELL

COLD-WEATHER COTTON

COTTON'S not confined to summer, any more. This winter, new cotton fabrics will relieve wool shortages. Newest is automobile-upholstery fabric—now going into clothes, instead of into cars.

Right: Navy-blue denim suit with a jacket stitched in red, lined with warm plaid cotton flannel. Pleated skirt. $18. Wilshire shirt; $1.50. Plaid hat; $7.50. All; Altman

Below, right: Automobile-upholstery fabric, amazingly good-looking, amazingly warm, for a brown-and-black pinafore. Checked gingham blouse. All; $17. Altman

Below: Automobile-upholstery fabric now goes into overalls, instead of your car. Cuffs lined with black-and-white checked gingham. Gingham blouse. All; $18. Altman

← **Opposite:** Sturdy brown-and-black car upholstery fabric makes both costumes. Braid-bound suit, gingham-lined jacket; $20. Dirndl skirt, gingham top; $15. Altman

COTTON DENIM

OVERALLS OF UPHOLSTERY

PINAFORE OF UPHOLSTERY

SHOPS IN OTHER CITIES HAVE CLOTHES ON BOTH PAGES. SEE PAGE 32

Vogue's Eighth Prix de Paris

1942-43 plans for Vogue's annual career contest —open to seniors of accredited American colleges

You are wondering, perhaps, why we continue to name Vogue's annual career contest the "Prix de Paris." You may wonder whether the contest itself has value in this changed world. We have asked ourselves these same questions, seriously and frankly. When we announce the eighth Prix de Paris, it is with the carefully-considered conviction that both the name and the competition have real relevance to the times in which we live.

We believe the name should be continued. Seven years ago when the contest was inaugurated, this title was chosen, not only because the first prize included a six-months' residence in Paris, but because the French spirit of creative style was then supreme in the fashion world. In the name, "Prix de Paris," we keep an expression of that delight in the creation of beauty which will remain in the world, long outlasting the shiftings of events.

We believe the contest should be continued. To its original purposes, the war has added larger ones. Through the competition, Vogue discovers college Seniors with a flair for fashion, a gift for writing, a talent for living. Each year the prize-winners have joined Vogue's New York staff, contributing to the publication a young, vivid viewpoint. Entirely apart from the awards, the college seniors who enter receive training in fashion observation, in working out projects accurately and thoroughly. Win or lose, they gain a clearer understanding of the rôle of fashion in private life, in the national economy.

Details of the new contest are on page 36. When you read them, you may agree with the young woman who wrote us that she remained in college so that she might take part in Vogue's Prix de Paris contest. Of the more than five thousand young women who have participated in the contests, there have been more than a hundred winners of prizes or honorable mention. Hundreds more have been placed in stimulating work because other publications, advertising agencies, the great stores of America are all interested in "graduates" of Vogue's Prix de Paris. Often this has been the first step in a fine career.

This year, beyond its annual enticements, we believe the contest has a further meaning. You who enter will be considering the qualities of things. You will enter because you believe that a trained and discerning taste, a capacity for making adjustments with grace and good humour are more than ever needed. Because the world is bleak, we are the more aware of beauty. In the midst of shock and change, we value poise and balance the more. For these reasons, we invite you, the college Seniors of 1943, to enter the Prix de Paris. We offer the name—and the contest—as challenges for the future, and as designs for living in the present. We hope they will prove both practical and profitable.

Edna Woolman Chase

HORST

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

SCOTTISH CARDIGAN

1942 choice for that odd campus jacket—a Scottish laird's jacket, silver-buttoned. Of pure wool tweed, gay cotton-lined, cut like a cardigan (thus, thriftily, conserving wool); $20. Wool flannel waistcoat; $7. Flannel skirt; $9. Silk Glentex scarf; $3. All, Lord and Taylor. On her nails, Cutex's "Young Red," the red the young like, the red that likes other reds

RAWLINGS

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

APPLIED SCIENCE – NYLON COAT

Quilting Bee, 1942

First: Quilted velveteen evening coat—a warm substitute for the wool evening coats now banned; $25. Second: Quilted jacket, plain skirt—suit of cotton and rayon Labtex; $25

Fashion is quilting again. Because quilting is decorative. Because quilting is warm. Because quilting will help conserve wool. Above, a quilted velveteen Dutch cap; $11

Quilting—the way it's done today—is neither quaint nor padded. Here—a suit of quilted velveteen—a slim, warm, charming suit with a pink lining, pink dickey; $35

First: Lounging slacks of quilted velveteen; rayon crêpe blouse; $25. Quilted velveteen vest; $9. Second: Turquoise velveteen lining in a quilted coat of brown cotton and rayon Labtex; $30

• All clothes on this page at Henri Bendel Young-Timers Shop. For shops in other cities, see page 32

APPLIED SCIENCE – NYLON COAT (opposite)

This is the coat that chemistry made. This is the coat that can pass the stiffest tests of college life. It's of nylon fleece, a new Cohama fabric, educated to outwit the coldest weather, to give dirt the brush-off, to keep its looks under all circumstances. Here—in a fine camel's-hair shade; $35. Suit of wool gabardine; $35. Cap; $5. Antoine's "Regimental" lipstick. All; Saks-Fifth Ave.

HORST

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

PRETTY PATCHES

A patch has prestige, these days. Patches lengthen a dress's life. Patches use up fabric left-overs. Patches are pretty, too...see these two patched and darned skirts. Each skirt, $15; each blouse, $10. B. H. Wragge designs of wool and rabbit's-hair. Pixie cap; $5. Charles of the Ritz "Red Pencil" lipstick. All from Bonwit Teller

Patched on purpose

PATCHES AT THE RIGHT: Patches are practical. Patches can be pretty, too. This year, patches come right out in plain sight, in bright colours.

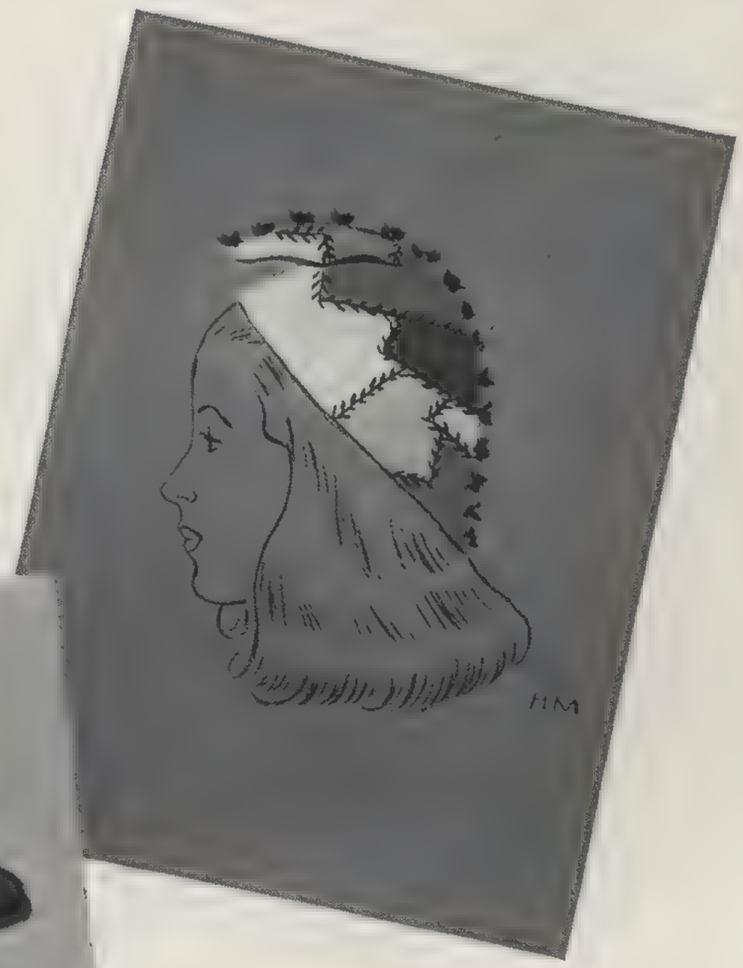
Right, a white mitten with a red felt patch slapped on the back, blue stitching; $2. Red suède cardigan, green and yellow patch pockets; $18. White cable-stitch socks, red patches; $2. All from Bonwit Teller

PATCHES AT THE LEFT: There are two great points about patches: first, they use up fabric scraps; second, they're fun.

Far left, the passion for patches extends to a whole pull-over—this short-sleeved jersey one in black, brown, and bright colours; $6.50. Left, a short-sleeved, high-necked pull-over of black jersey, with one cyclamen patch pocket, one turquoise one; $6. Both; Bonwit Teller

PATCHES HEAD TO FOOT: Patchwork pixie hat made of oddments in almost every colour of the rainbow, so you can wear it with everything; flop the peak forward or sideways. Black feather-stitching; tufts of black wool fringe. $7.50. Bonwit Teller.

Below, a cinnamon leather patch on the toe of one black espadrille. Espadrilles; $3. Bonwit Teller



FOR SHOPS IN OTHER CITIES, SEE PAGE 32

RAWLINGS

SKIRTING ILLUSION

Just one girl above...(center)...the other two are inanimate images of her. Just one skirt above...the other two are different-fabric versions of it. Dirndl skirts: checked tweed, rust wool-and-rabbit's hair, taupe velveteen. Sweater tops: green knitted wool, wool jersey, black rayon jersey. Skirts —$8 to $11. Tops—$4 to $6.50. Navy beret, $2. All, Lord and Taylor

VIRTUE IN SKIRTS

THE skirt makes the wardrobe—practically. No one has to tell a college girl how useful an extra skirt is on the campus. But now it's gone farther—*these* new skirts are ready to shop in town, go to a tea-dance, faculty dinner.

Opposite, you see one of the best new skirts—a deep-pocketed skirt so good we had it made three ways: tweed for campus, jersey for town, velveteen for Occasions. On this page—five more dirndl skirts. To wear with all your odd sweaters and blouses. Or to wear...as they are shown here...with simple, dramatic black sweaters.

DIRNDL SKIRT WITH BOWS. Black velveteen skirt with little shoestring bows on its set-in waistband. A good dancer.

POUCH POCKET DIRNDL SKIRT. Red jersey skirt, of wool and rabbit's hair. Drawstring pocket edged with green fringe.

BUCKLE-UP DIRNDL SKIRT. Plaid skirt, wool and rayon. A buckle on the pseudo-belt. (No separate belts allowed.)

SLASH POCKET DIRNDL SKIRT. Beige corduroy skirt—so pretty, so surprisingly sturdy—with comfortable pockets.

FELT-EDGED DIRNDL. Wool-and-rayon; black with pink.
• Each skirt shown on this page is under $7; at Altman

RAWLINGS

DIRNDL SKIRT WITH BOWS

POUCH POCKET DIRNDL SKIRT

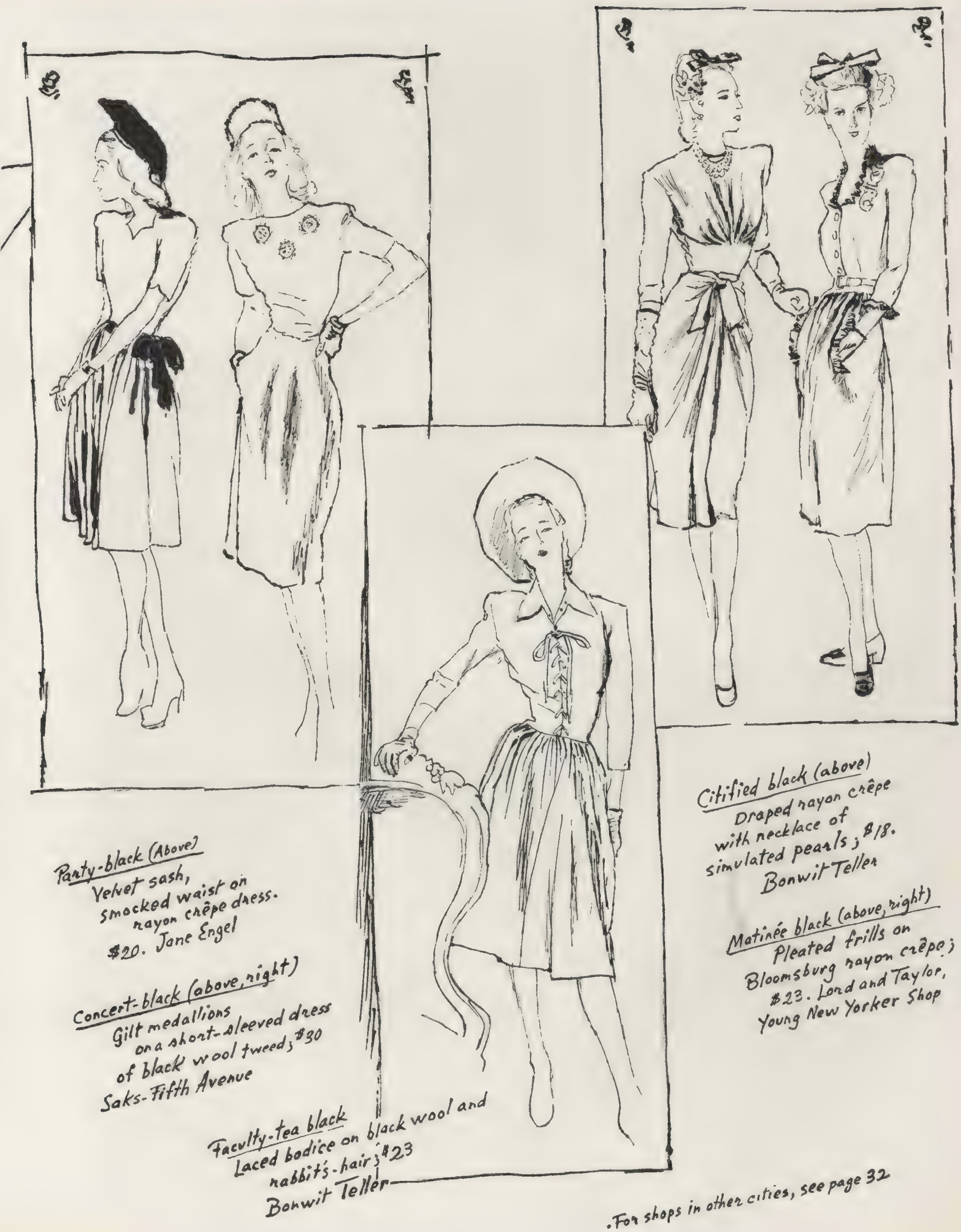
FELT-EDGED DIRNDL

SLASH POCKET DIRNDL SKIRT

BUCKLE-UP DIRNDL SKIRT

SHOPS IN OTHER CITIES HAVE CLOTHES ON BOTH PAGES. SEE PAGE 32

"One Worldly Black Dress"
—a college must
Sunday black
Rayon faille insets
on dress of wool
and rabbit's-hair; $25.
Henri Bendel's
Young-Timers
Shop
RRTsouché
Tea-dancing black
Red sequin-and-wool bands
on black Celanese rayon crêpe.
Kalmour design; $30.
Milgrim



Party-black (Above)
Velvet sash,
smocked waist on
rayon crêpe dress.
$20. Jane Engel

Concert-black (above, right)
Gilt medallions
on a short-sleeved dress
of black wool tweed; $30
Saks-Fifth Avenue

Faculty-tea black
Laced bodice on black wool and
rabbit's-hair; $23
Bonwit Teller

Citified black (above)
Draped rayon crêpe
with necklace of
simulated pearls; $18.
Bonwit Teller

Matinée black (above, right)
Pleated frills on
Bloomsburg rayon crêpe;
$23. Lord and Taylor,
Young New Yorker Shop

For shops in other cities, see page 32

TONI FRISSELL

FULL SCHEDULE, FULL-LENGTH for these campus greatcoats. They're coats you'll go to classes in on week-days; coats you'll party in on week-ends.

First: Greatcoat, loose enough so that it won't crowd a suit, will wrap around an evening dress. Red Stroock wool; tuxedo-front of muskrat; $99.

Second: Beige coat of wool alpaca and mohair; lining of red quilted Ever-fast Sergella; $40. Dress of red Botany flannel; $15. All, Saks-Fifth Avenue

Coats With a

SHOPS IN OTHER CITIES HAVE CLOTHES ON BOTH PAGES. SEE PAGE 32

Full Schedule

FULL SCHEDULE, SHORT-LENGTH—32 inches for sawed-off greatcoats. It's a length you'll see a lot, like a lot, wear a lot on campus or off.

First: Warm coat of brown Harris tweed; shawl-collar. Lining of blue corduroy; $35. With it—grey wool flannel slacks; $11. Bonwit Teller.

Second: Heather tweed coat, rayon fleece lining, by Vera Maxwell; $40. Suit of blue-and-brown Sawyer-Regan tweed; $24. Lord and Taylor

Campus Wardrobe

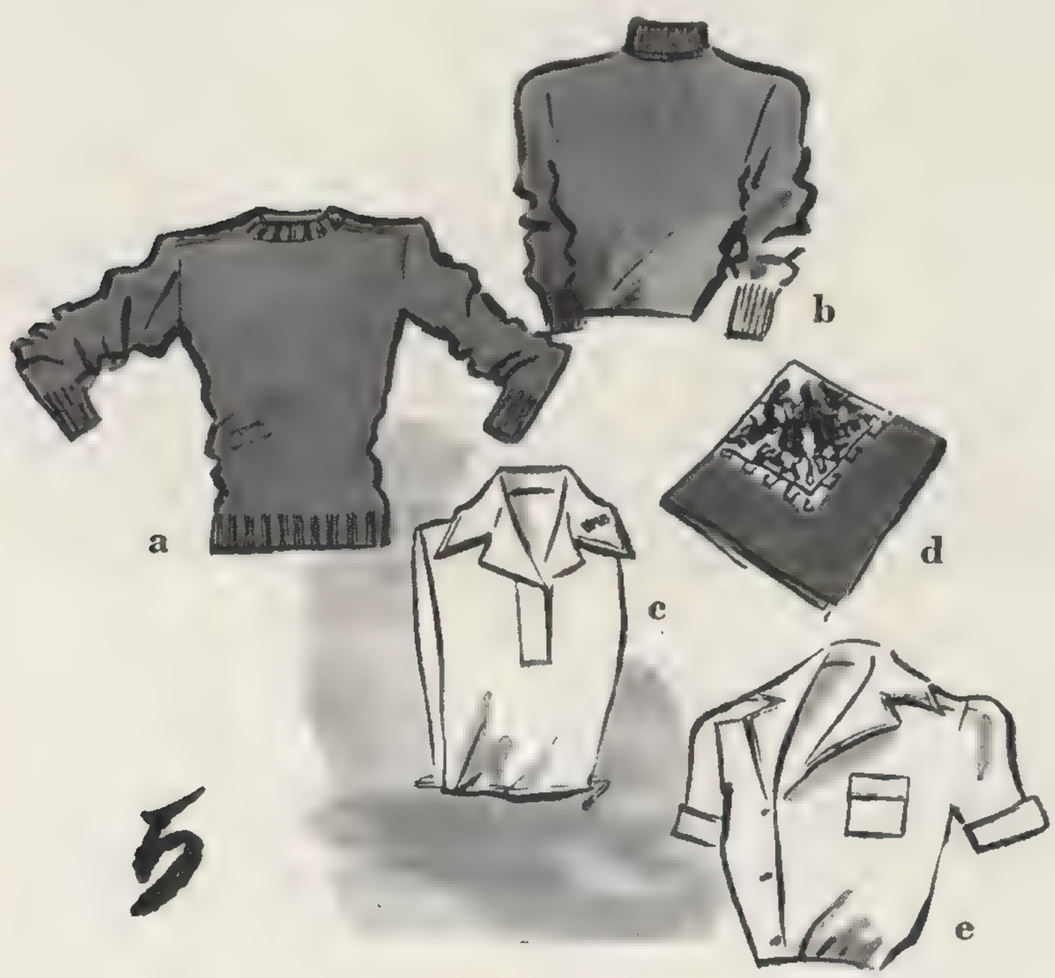
WE'LL say you're starting out with a one-hundred-dollar bill. How much magic can you accomplish with it? Well, one New York newspaper reporter, so equipped, lived pretty royally for days on end and still had his hundred dollars intact—no one could change it, anywhere he went, so they all gave him everything he wanted on the house. You may not be *that* lucky—but you can count on this much: one hundred dollars will buy you the first-rate college wardrobe you see on these pages.

It's a wardrobe equipped to cope with every campus situation. It contains every major item for class-going, faculty teaing, weekend-travelling, casual dates. It costs only $100.

And notice: the fabrics apologize to none. (Fine tweeds, fine corduroy.) The lines are a T. L. to the tailor and to you. Neck-lines are obligingly convertible; buttons are handsome.

And notice: everything works together as smoothly as the Harvard crew. Start with the brown coat; nothing drearily matches it; everything gaily goes with it. The sweaters are good with the checked suit, just as good with the red skirt. Even the scarf doubles: see pictures 1 and 4.

And notice: if you happen to have some odd shillings, how easily you can augment this wardrobe. An extra skirt, brown jersey or grey flannel. A silk dress, beige, mustard, or lime-green. Spare sweaters, or blouses, or an odd jacket. All could augment, harmoniously, this wardrobe—which, even unaugmented, is well-nigh campus perfect.



1 Best friend on the campus—a good tweed suit. Undismayed by weather or wear and tear; and undismaying to your allowance, as well. The jacket, $16; the skirt, $9. (The interchangeable accessories—beret, scarf, sweater—are described below.)

2 Bright subject to study—this Young Red cotton corduroy suit. Topped with a sweater, the skirt goes to classes; with its own jacket, it's eligible for the stadium, the Inn, or an Open House. It is $15, *in toto*. The little beret to match is $4.

3 Awfully smooth number—this little wool and rabbit's-hair dress...good line, too. Pretty enough for an evening with your best beau; simple enough for a faculty tea. $12. The beret (shown in 1 and 4, too) is $2. The coat? Description below.

4 Never an idle moment—for this coat of brown Botany Monotone wool. It goes over suits, over dresses; with all the other costumes and colours in this wardrobe. Belted, buttoned, interlined. $30. Composite hat—a beret (3) and a scarf (5d).

5 Some extra college credits:
(a) Brown classic sweater, $4.
(b) Grey cotton sweater, $2.50.
(c) Rayon sharkskin dickey, $1.
(d) Yellow Paisley square by Glentex; in (1), (4); $1.
(e) Broadcloth blouse, $3.

• Clothes, both pages—Best.

List of other shops—page 32

Total $100

RAWLINGS

HORST

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

WEEK-END MAJOR

...Meaning, of course, a girl who likes her quota of fun, Saturday to Monday. Meaning, too, a suit like this one, that's cum laude on week-ends. Suit of Cohama rayon covert-cloth; $23. Short velveteen top-coat; $23. Pixie cap; $6. Rayon jersey blouse; $7. All, Carolyn Modes. Entire costume—and Tangee "Medium Red" lipstick—Arnold Constable

"If I could do it over again"

I'd avoid wasted hours, and marginal doodlings, the bane of my college career

By Maureen Daly

[*Editor's Note.* Twenty-one-year-old Maureen Daly graduated this June from Rosary College. Her first novel, *Seventeenth Summer,* winner of the Dodds Mead $1,200 Fellowship, came off the press in April, and almost immediately went on the best-seller lists. Three years ago, her prize-winning story, *Sixteen,* appeared in a book of collected short stories, and Vogue published a picture of her, pointing her out as "a promising young writer." Herewith is the second piece Miss Daly has written for us.]

JUST beyond the edge of the campus, the world begins. Not more than a diploma's throw from the last outlying coke shop are the bus lines, the business offices, and the merchandise buildings that are going to make your career. You may have written the patter column for the school paper, worn the longest, loosest sweaters, tied your hair in pigtails and been a big woman on the campus, but suddenly you are asked to prove yourself all over again, and you aren't quite up to the job. There are demands on your resourcefulness, dependability, and ingenuity. You are supposed to be ready now. College is supposed to turn you out fully prepared for living...but somewhere in those four years I slipped up. I would do a better job a second time—if I could have those four years over again.

From the beginning, things would be different. From the first day I would rid my head of fluff thoughts and get down to what is really important. Half of my Freshman year was lost in brooding because I didn't have a red plaid skirt and a yellow cardigan sweater like "all the other girls." By our Sophomore year, no one remembered whether I had or not. Every Freshman class is made up of an especially choice collection of high-school valedictorians, editors of school papers, and small-town smoothies, each anxiously trying to assert herself. And all worrying about it. The first few weeks is a constant shifting and re-shifting of crowds until each is finally (so she thinks) settled in the proper stratum of social acceptability. Hurt feelings grow into inferiority complexes that can last a lifetime.

During the whole agonizing process, I remember I wrote bright, cheerful letters home while I was secretly gnawing my heart out, neglecting my homework, and wishing fervently that I was back in high school where I *was* somebody. In self-defense, new girls sized up new girls according to fraternity pins, casual bragging, number of pieces of luggage, and trade-marks on sweaters. I fretted myself with the worry that I wouldn't make the grade, that I just wasn't "right people." It was so silly. But it took me the better part of my Freshman year to realize that—and a lot of time and friendship wasted.

Every college girl needs a little boy-life, but I'm sorry now that I spent so much time at it. In college, especially at a girls' school, it is almost one of the entrance requirements to come with at least one boy's picture to put on your desk, one boy's class ring, frat pin, or football sweater, and one boy's letters to stuff your mail-box at least four days a week. Then after the first few weeks of school, the local boys begin to take over. Every date you have is shared by every girl living in your dormitory within a distance of three doors both ways down. I could count on both hands the number of hours a week we all spent discussing our dates.

We all liked a touch of the dramatic, a *femme fatale* complex. Each Sunday we used our study time to recount carefully in turn every coke-to-coke move we had made all week-end. I could have done two Latin assignments in the average time I spent talking over one good date—long, heart-to-heart talks, with whatever friend I could find who didn't have an eight-thirty class in the morning, about a minor love I knew wouldn't last longer than the end of the month anyway. With another four years in college, I could fit in a whole course in Johnson during the time I spent waiting for the phone to ring.

And along with those Dorothy Dix hours of wasted chatter, I'd curtail my program of activities preliminary to evening study. Somehow in college, it seems imperative to get mail—and lots of it—every day. That means letter-writing—and lots of it—every night. Instead of writing to every girl I went to high school with and every draft-age boy on the home block, my mail list would be limited to immediate family and a few Army boys who might be lonesome. Letter-writing is often only an escape from study.

And the evening ritual of face-creaming, hair-curling, and clothes-pressing could be cut to a more practical minimum. Many's the time that after a full hour of primping with pompadours and perukes before the mirror, I have decided to part my hair on the side and wear it as I always have and then felt suddenly too tired (Continued on page 98)

HORST

MRS. HARRY HOPKINS...

bride of President Roosevelt's Special Assistant

Mrs. Hopkins, the former Mrs. Louise Gill Macy, was married on July 30th in the White House—the sixteenth White House bride. Before the war, Mrs. Hopkins was a fashion editor and designer, but now, working only for the war, she is probably the country's most famous Nurses' Aide. Her husband is the President's closest friend, and his unofficial confidant

PEOPLE ARE TALKING ABOUT...

PEOPLE are talking about...Troop trains on the move—silent Pullmans sliding across Kansas, across the Carolinas at night...The ability of most men in uniform to be close-mouthed *and* polite...The fierce, unflinching phrase, "God, Time, and Russia are on our side"...Edward H. Carr's book, *Conditions of Peace,* a forecast that peels away the soft skin of surmise, down to the hard facts about the future...The victory garden at Rockefeller Center, where plump cabbages and sturdy cornstalks grow between up-shooting walls...

THEY'RE talking about...The veer of country life to a plantation pace, where you stay put on week-ends, not driving ten miles for golf, twenty for dinner...The warming, smug satisfaction of preserving one's own vegetables...The trick of baking tennis-balls in the oven to get back their bounce...The movie, "Yankee Doodle Dandy"—it dribbled along in a slow start, is now a great, nostalgic hit...The tricky ditty, "I've Got Spurs That Jingle, Jangle, Jingle"...The Saturday-night dances at the Officers' Club in Fort Benning, Georgia, where the dance floor is laid between the still surfaces of two swimming-pools...

THEY'RE talking about...Churchill's retort when Mrs. Averell Harriman commented on his grandson's resemblance to him, "Mrs. Harriman, don't you realize that *all* new babies look like me?"...The foursome that clatters up to the Stork Club in a hansom cab and sends the doorman in for drinks...The stark, sobering two-reeler, "New Soldiers Are Tough," about the no-quarter violence of modern war...The Free French, who have changed their name to the "Fighting French"...The Shostakovitch Seventh Symphony...

THEY'RE talking about...The date-drought in some colleges, the bumper-crop of men in others, like Cornell and Northwestern, where hordes of midshipmen are training... Jerome Kern's lace-edged score for the Fred Astaire movie, "You Were Never Lovelier"... The restaurant, "Paprika Chicken," in New York—inside it's no bigger than a sneeze, but the garden snags river breezes and the goulash is the best in town...Eddie Mayehoff, part cut-rate Walt Whitman, part roaring, rubber-face mimic...

THEY'RE talking about the gruff realism of slang phrases—"Shape up, this is war," for pull yourself together; "Browned off," meaning anything from bad war news to love trouble; the slyly vulgar comment on women in slacks—"a squeeze play"...The man, stolid as mashed potatoes, who drives down Madison Avenue in a gig...The ungainly wagon that rumbles about with luggage for the Waldorf-Astoria...The Bronx Zoo babies —a gnu that was born old, white, and whiskered, an ingenuous lion cub...

THEY'RE talking about...Nice escapist reading. The whacky diary of *Private Purkey* ...Beryl Markham's *West with the Night,* about airplanes and Africa, haunting as the beat of jungle drums...The searing wrath of Chester Morris' news-cast from Cairo when he said, "Have you been told, you faraway people, who live in my country, what this battle of Egypt, of the Middle East means? Don't be impatient that this has been another day with no head-lines from the desert. The killing will start again soon enough, and the threat to Egypt, the Middle East, and everything you and I stand for."

Pantomime illustrating two rights and a wrong. Wrong, of course—that loose talk; innocent though it may seem at the time, it can indeed cost lives. Right—those box-jacket suits, identical in cut, different only in fabric. First: brown-blue-beige wool tweed suit; $50. Copper velveteen hat; $5. Second: black and gold flannel suit; $45. Black fez; $5. All, Bonwit Teller

TOO SMART

SHOPS IN OTHER CITIES HAVE CLOTHES ON BOTH PAGES. SEE PAGE 32

FOR WORDS

Pantomime illustrating two kinds of right. Right—that spread-no-rumours-spread-no-information attitude. Right again—that young, pretty 1942 suit. Like the two opposite, it has a loose box-jacket over a slender skirt. Of Stroock wool, camel's-hair coloured; $40. The brown felt pancake beret is under $13. The tan cowhide over-shoulder bag, only $5. All, from Bloomingdale

KARGER

..Officer's

FOUR PHOTOGRAPHS BY HORST

Changing records on the phonograph—tireless provider of dance-music for officers' parties—a girl in a dinner-dress to captivate the handsomest Lieutenant. Black velveteen, with a low, square neck-line—beloved by the young; a shocking-pink faille insert at the waist. $25. Russeks. Radio-phonograph; Liberty Music Shops

Beside the hall table, banked with officers' caps, a girl in a dancing dress of black-and-fuchsia plaid taffeta. It has a swirling skirt (cut well within WPB limitations, though), a black velveteen mid-section; and again, a low, squarish neck-line. $30. Bonwit Teller

Dance

An officer—whether Allied or American—can be just as lonely and bored, in the evening, in a strange town, as an enlisted man. He can also be short of spending-money. To do for him what the U.S.O. does for enlisted men, college girls and young people all over the country are banding together to give officers' dances—small, uncostly, and gay—with beer, sandwiches, dancing to records. At the parties, men, of course, wear uniform; girls wear evening dresses like these—also uncostly, also gay.

For officers' dances, college proms—a dress with a black rayon jersey bodice; skirt of unrationed pink tulle. Black paillettes are riveted on the skirt, so they'll survive even "Waltzing Matilda" (shown in the small picture, top, with a British Fleet Air Arm officer). $30. Best. Chair; James Amster

Each non-officer guest chips in for part of the party—this girl arrives bearing cigarettes. Her dress has a pale blue Celanese rayon jersey bodice, crossed over in a surplice effect—another neck-line beloved by the young; the black taffeta skirt is banded with jet. $25. Best

FOR SHOPS IN OTHER CITIES, SEE PAGE 32

TONI FRISSELL

SOFT SUITS...

The college world likes these suits. So does the Big World. So does Washington. Jackets are legal length—25″ or less; well-tailored, but not mannish.

First: green-and-red check suit of Sawyer-Regan wool; $40. Bonwit Teller.

Second: A suit you'll live with four years—fly-front jacket and skirt of brown-and-white herringbone wool tweed by Sawyer-Regan; $35. Altman.

Third: Two enchanting colours, blue and taupe, get together for this suit of wool tweed—the buttons are wood, studded with nails; $50. Lord & Taylor

N. B. WITH THESE, LENTHÉRIC'S BELOVED, APPROPRIATE "TWEED" PERFUME

SOFT DRESSES

Three dresses that are simple, but not academic. Each has a little law-abiding fulness, each is soft, easy, collarless, ration-minded, and duration-minded.

First: Beige dress bound with green grosgrain. Nantucket Natural of rabbit's-hair and wool jersey; $18. Franklin Simon. Brewster beret; under $8.

Second: Green wool jersey dress, the blouse buttons in back; $20. Saks-Fifth.

Third: A bright choice for now, for later—under your fur coat. Yellow wool jersey with easy and legal front fulness. Ken Classics; $18. Lord and Taylor

SHOPS IN OTHER CITIES HAVE CLOTHES ON BOTH PAGES. SEE PAGE 32

WE GOT IT FROM THE SENIORS

Freshmen can get it from us

THEY told us. We asked hundreds of Seniors about the make-up they wore, and they told us. We asked the kind of Senior who's a set-the-spark type, because we knew what she did first, would be cooking by October.

We learned that this year there's no time for experiments. No time to grow up leisurely to a right look. This year, a girl just looks her obviously-very-best, and no nonsense about it.

That she has definitely (and almost unanimously) made up her mind how she looks best has been made very clear. From Coast to Coast, from little college to big university, from country to city—she knows.

She knows that the shorter hair-cut is becoming. She tells us that Veronica Lake looks well in *her* hair. That Spaniels look well in *their* ears. That George Washington looked well in *his* clubbed wig. But *she* wants a three-to-five-inch cut which she can do up herself, if necessary. Which she can wear sleekly arranged, if she likes; or just free in the winter breeze, if she likes. And she'll have it!

She's going to wear the brightest-possible lipsticks. The cheeriest reds, the vividly-remembered reds, the flaunting reds-of-banners are her choice. And her nail lacquer will be in the same high-hearted colour.

She will often use a cake foundation instead of powder—coloured to be a little or a lot tan-giving. At night, and for occasionish days, she will powder over it.

She says that when she goes stockingless on campus, she will use, this year, a leg make-up with the same tanned-tone as her face.

For special times, for his furlough, for the juke-box parties, for the week-ends away, she will shadow her eyelids a bit with a probable, and not haunted, shade, and she will brush up her lashes with mascara.

Because she is a life-member in a generation forced to be old before its time, she wants to look adult. But *pretty* adult. She wants to look attractive to her classmates, she wants to look as if she belonged to her period in history. Thus, the college girl pictures herself today.

We go to classes as always, fairly unadorned. But this year on the week-end trains to Cambridge and Princeton, we're trying harder than ever to look as though we were on the beam—*Smith*

We wear bare legs, sandals, painted toe-nails—result of the stocking shortage—*University of Wisconsin*

Shorter, curlier hair-do's, and trimmer, prettier make-up—*Wellesley*

Check! Tan cake-foundation (we use it on our legs, too), bright lipsticks, no rouge, and prairie-blown hair-cuts—*Ohio State University*

More war work means less time for good grooming. Richer creams, corrective creams, and hand lotions are the order of the campus day—*Ohio University*

Unexpected furloughs can't find you looking unsuspecting. We make a beauty budget of our time, with "lab hours" every week—it's a good course—*University of Michigan*

Simple by day, spruced up by night—*Barnard*

We're light-headed with feather hair-cuts—even straight locks are pampered with curls, up in pins at night. Real suntan is our make-up foundation—*Florida State College*

And we have something to tell them. Something to tell all the Freshmen, Sophomores, Juniors, *and* Seniors. We want to tell them about the big lag between the naturalness of Nature and the artificiality of make-up. We want to tell them about how to take care of their beauty.

To take care of their skin—for a starter. Even a young girl's skin should be cleaned at least once a day—not lick-cleaned. But cleaned with a worthy facial soap, or a delving meal-cleanser, or a light cold-cream (for an oily skin), or a heavier rich cream (for a dry skin). If it is spotty the young skin should have the benefit of an acne lotion or a corrective cream. And once or twice a week, an emollient cream is a must. A skin freshener is invaluable after a quick cleansing, to feel all tingly.

Once a week (before something gala), it's worth taking about a half-hour's time for a dormitory facial. (Roommates can play turnabout doing this for each other.) But with her own two hands or a friend's ditto, she should go through the whole complexion ritual.

Hands will need the daily benison of a lotion or a cream—and a quick tracing around the cuticle with an orangestick dipped in oil. When she applies her polish, she first outlines the moon; then draws the brush down the centre of the nail; then fills in the sides.

Because her hair is short, it will be easy to manage, easy to use tonics, easy to brush. She needs naturally springy hair, or a good permanent to start. Then she can shampoo it, pin it up in flat curls with a quick-setting lotion, and brush it into a set—any time she needs.

Leg make-up, to look its glowing best, needs a smooth surface. The smooth surface a daily lotion or cream can give her leg-skin. And no hair, of course!

And all this adds up to how much of the student's precious time? Ten minutes every night for creams, lotion, brushing, tonic. Half an hour a week for a facial. Hour and a half for washing and setting hair (and doing nails while it dries). This adds up to around three hours a week—a correct answer in mathematics and beauty.

Zooming into first place: the feather cut. Every one is shearing off—*Pennsylvania State College*

Geranium-bright lipstick—no dead roses!—*University of Arkansas*

Texas girls are out of the hot-house. Our make-up is less exotic, more garden-variety—*University of Houston*

The blue-purple shades and that Zombie look in make-up are a distinct rarity—*UCLA*

Stanford's traditional long stockings will, of necessity, be changed. Short socks and liquid leg make-up will double for our silks and nylons—*Stanford*

Girls who can't wear the baby hair-cut are finding interesting variations. If they can't cut off, they put up—*Colorado State College of Education*

Girls are holding onto their tans as long as possible through the winter—and using bright lipsticks to set them off—*De Pauw University*

Gone is that dusty, over-powdered look. Very much here are bright lips—*Swarthmore*

Vivid foundation, vivid powder, and vivid lipstick. Hair is shorter, flyaway, and planted with flowers—*University of North Carolina*

Short hair (no more Veronicas); no fussy make-up—*Simmons College*

Bright lipstick, feathery-short hair—*Northwestern*

Hair is cherub short—and our bright lips match our bright nails—*Vassar*

AXIS PRISONERS REACH CAIRO CITADEL

WIDE WORLD

CAIRO LIFE

In the path of Rommel's army, Cairo, the haven of desert fighters on leave

By Cecil Beaton

CECIL BEATON (ON SECOND CAMEL), SIGHTSEEING WITH A FRIEND

CAIRO—largest city of the Arabian world, the magnificent slum, the frolic capital of the East, the fly-blown Mecca of artifice and noise, the melting-pot of pre-war decadence—has been called many nasty names, and has had of late more than her fair share of criticism. People here are not conscious of the world situation, it has been said. The Middle East is glibly dismissed as "Muddle East." A visitor from a country that is at war must necessarily be surprised to find fewer restrictions than he knew at home. He finds the blackout half-hearted, he can not take the meatless days seriously. But Egypt is a neutral country after all.

In contrast to the "Long-Range Desert Group"—those men who, unheralded, are building up a legend with their romantic daring and bravery—the "Short-Range Shepheard's Group" have received exaggerated notoriety. These men are said to idle away the hours, drinking on the terrace of the famous Shepheard's Hotel. We always hear less of the men who come back in battle-dress for a day's leave (one day for each month spent on the desert) than we hear of the "Gabardine Swine" who strictly obey, to the last polished button, the hotel regulation that "officers entering the hotel restaurant should be properly dressed." What incites this criticism? Why such prejudice? What is the life of the Cairenes? Who, for instance, are these people on the much-maligned terrace of Shepheard's?

A young man springs up the steps out of his utility van, covered with dust, his lips cracked and sore. He tells the barman that the drink is good and cold, as he shakes his head and grins. He has just motored for eleven hours from the forward areas, and he thought about that drink the whole of the way. Now he is going to have his bath—the first for six months. The habitués of the large circular table are the war correspondents, waiting for the next big story to break. Are they to be blamed if there is no story every day of the week?

The women are mostly in tropical uniform—those whom you see in white and scarlet are the nurses. Delysia, who has covered thousands of miles "singing to de boys," is in a uniform of her own design. Major Toby Millbanke, who has twice had occasion in this war to prove his courage, is walking at last without crutches. These are the people you see at Shepheard's.

The American civilians are representatives of the Maritime Commission, and the officers are the observers with the Army, here for a night before catching a plane (Continued on page 109)

STREET IN ARAB QUARTER

FILM POSTERS—FILM FANS

CECIL BEATON

IN A CAIRO MOSQUE

More about Cairo on next pages

CECIL BEATON

Richard G. Casey, Minister for the Middle East, and member of the British War Cabinet, at his desk, talking to Mrs. Casey

Major Randolph Churchill has been attached to the Commandos in Egypt. (He was in America recently.)

"THIS IS

Madame Rolo, wife of Captain Simon Rolo of the Middle East Intelligence, works at the Tipperary Club Canteen

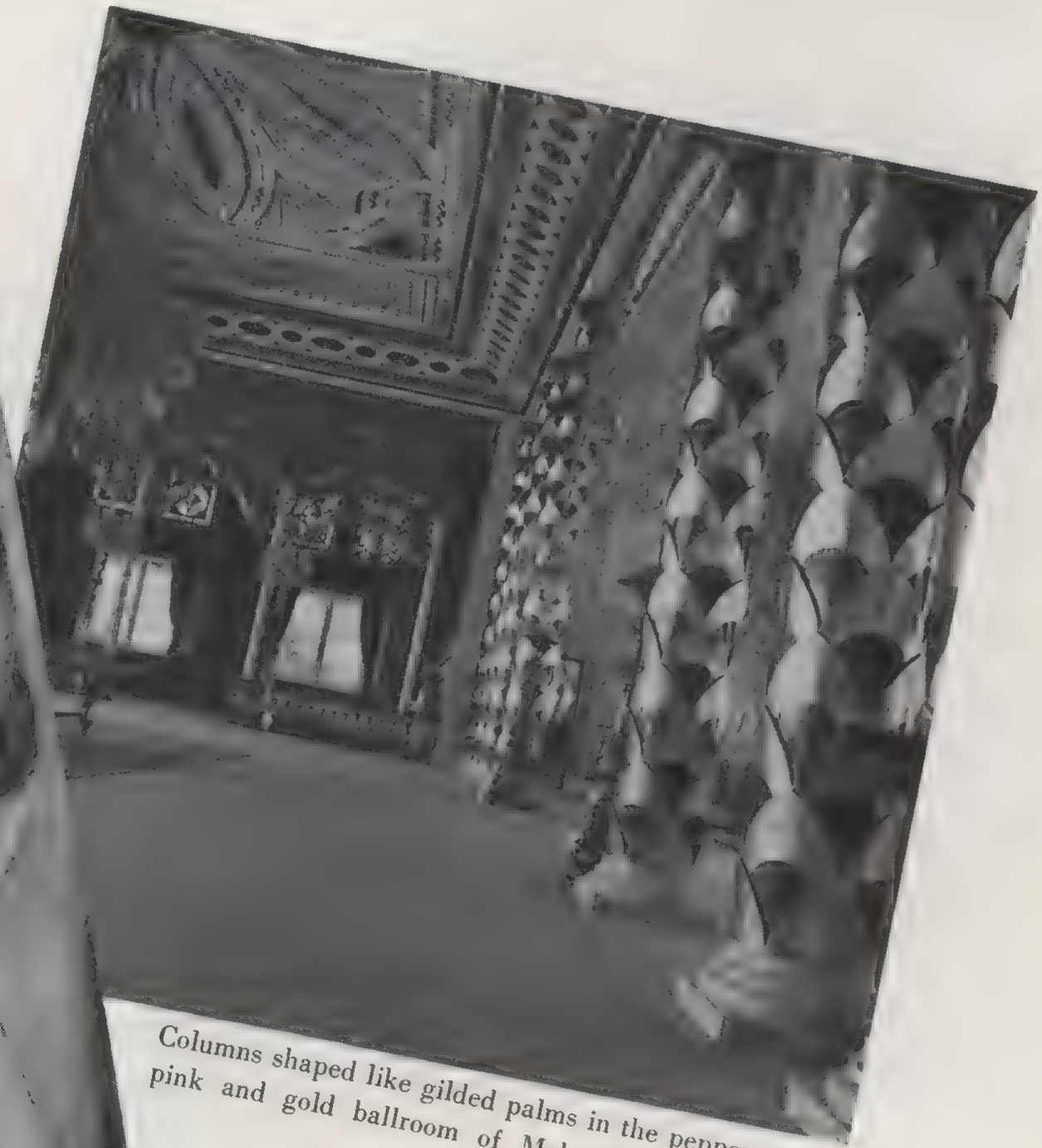
The throne room, lush crimson and gold, of Prince Mohamed Ali's palace, its walls hung with portraits of former kings of Egypt

Brigadier and Mrs. John Marriott off duty. Mrs. Marriott organized the "Come and get it" lorries that take food and cigarettes to desert fighters

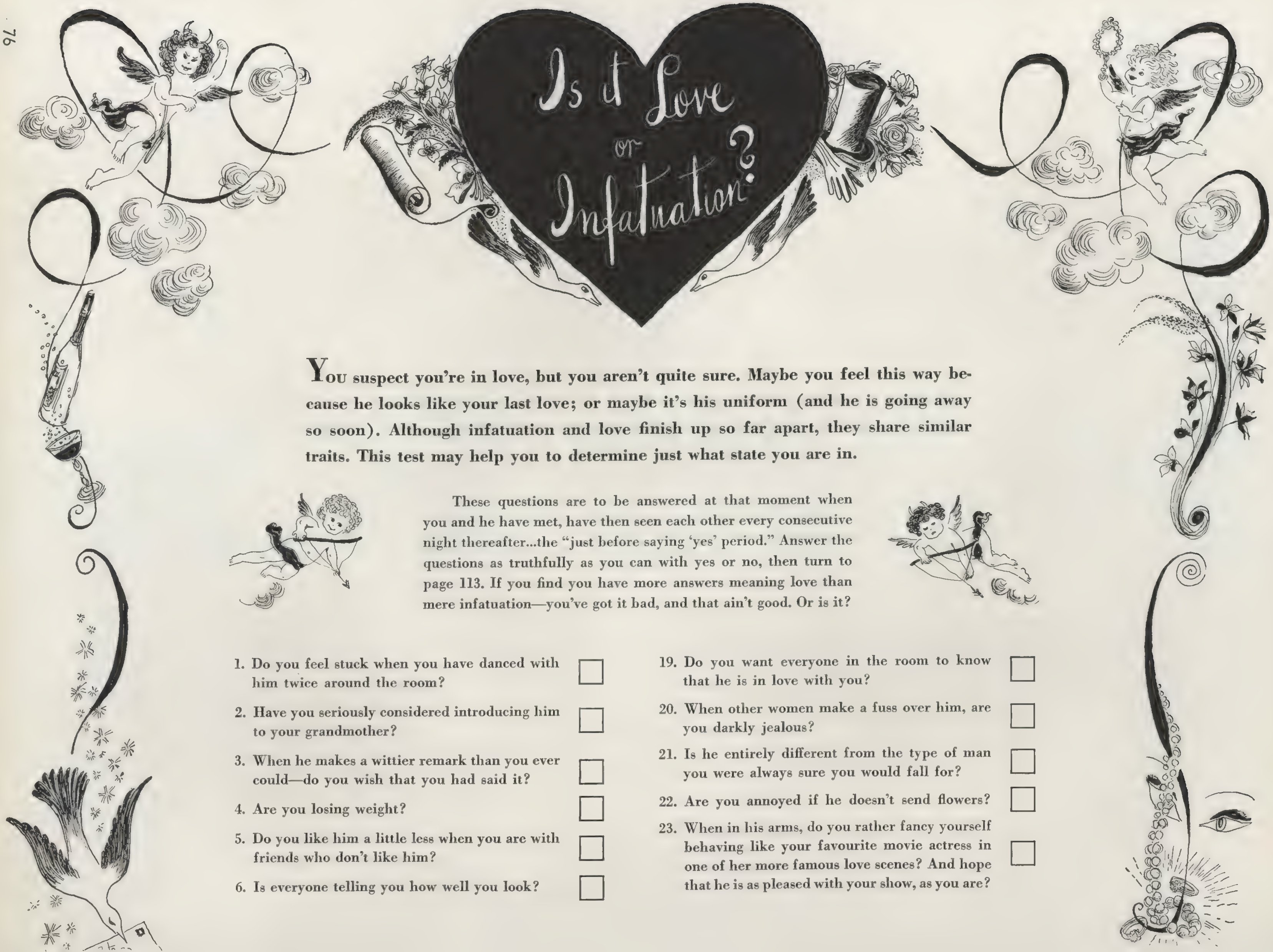
King George II. of Greece recently visited Cairo, where he reviewed Greek troops fighting with the British

CAIRO"

Prince Mohamed Ali, heir to the throne and cousin of the King, standing before a rare botanical specimen in his palace garden



Columns shaped like gilded palms in the peppermint-pink and gold ballroom of Mohamed Ali's palace



Is it Love or Infatuation?

You suspect you're in love, but you aren't quite sure. Maybe you feel this way because he looks like your last love; or maybe it's his uniform (and he is going away so soon). Although infatuation and love finish up so far apart, they share similar traits. This test may help you to determine just what state you are in.

These questions are to be answered at that moment when you and he have met, have then seen each other every consecutive night thereafter...the "just before saying 'yes' period." Answer the questions as truthfully as you can with yes or no, then turn to page 113. If you find you have more answers meaning love than mere infatuation—you've got it bad, and that ain't good. Or is it?

1. Do you feel stuck when you have danced with him twice around the room? ☐
2. Have you seriously considered introducing him to your grandmother? ☐
3. When he makes a wittier remark than you ever could—do you wish that you had said it? ☐
4. Are you losing weight? ☐
5. Do you like him a little less when you are with friends who don't like him? ☐
6. Is everyone telling you how well you look? ☐
19. Do you want everyone in the room to know that he is in love with you? ☐
20. When other women make a fuss over him, are you darkly jealous? ☐
21. Is he entirely different from the type of man you were always sure you would fall for? ☐
22. Are you annoyed if he doesn't send flowers? ☐
23. When in his arms, do you rather fancy yourself behaving like your favourite movie actress in one of her more famous love scenes? And hope that he is as pleased with your show, as you are? ☐

7. Do you prefer being seen out and about with him at the gayer night-clubs—instead of just dining and talking at home? ☐

8. Do you manage to bring his name and opinions into irrelevant conversations? ☐

9. Do you laugh at his jokes because you want him to think he is funny? ☐

10. Do you laugh at his jokes because you can't help yourself? ☐

11. Do you make a point of playing with your friends' children when he is around? ☐

12. When passing a jewellery store window, do you drag him over for a good gaze? ☐

13. Are you using less lipstick? ☐

14. Have you suddenly acquired an extra number of new beaux? ☐

15. When he is at home on leave, do you plan that he will spend all his time with you, without leaving a minute for his family? ☐

16. Can you hear his voice in a crowd? ☐

17. When telling him the ordinary events of your day, do you trim up what happened to make him think how glamorous you are? ☐

18. Have you taken a sudden new interest in men's clothes? Do you find yourself riveted to the windows of men's stores? ☐

24. Would you much rather hear him make love to you under a moon, than to listen to his plans for his future. ☐

25. Do you find that all the time you are with him, you are overworking your most successful line? ☐

26. Has it struck you lately that popular songs are fraught with pure poetry? ☐

27. When writing his name down in an engagement book, do you find yourself mysteriously scribbling his initials instead of his given name? ☐

28. Instead of avoiding too much thought about him and the war, do you feel the dramatics of giving him up? ☐

29. Do you find that you both think exactly alike on every point that's important to you? ☐

30. Do you sometimes feel that if your eyes met, you, for one, might fall apart? ☐

31. Are you, suddenly, wearing prettier and more feminine clothes? ☐

32. Do you feel certain that he loves you, even though he is not sure himself? ☐

33. Are your letters to him always sprinkled with your best wit, an account of your popularity, and some well-measured blarney? ☐

34. Did you take this test because you are not quite sure whether you really do love him? ☐

Tea Dancing, 1917...

BROWN BROS.

Fox-trotting at a Y.W.C.A. Hostess Hut in 1917

Afternoon dancing, wartime rage of that war and this

In 1917, they were tea-dancing. Then they fox-trotted to "Smiles," "Tiger Rag," and George M. Cohan's latest song, "Over There." In 1942, they're tea-dancing again. Now they dance to "Jingle, Jangle, Jingle," "Don't Sit Under the Apple Tree," and that old hit, "Over There."

In 1917, they watched the magical Irene and Vernon Castle dancing the "Castle Walk," at Castles-in-the-Air. In 1942, they watch their friends dancing at the Stork Club. Then they drank tea. Now they drink cocktails—or milk. Then, as now, tea-dancing was the rage—and for the same reasons. The young tea-dance because war-leaves are short, and much fun must be crowded into little time.

CULVER SERVICE

Maurice and Walton danced at the famous "Chez Maurice"

America's best-beloved dance team, Irene and Vernon Castle

...Tea Dancing, 1942

CARSWELL

And fox-trotting at the Stork Club in 1942

Pvt. Wm. Holden, ex-movie star, introduces himself at the Stork Club

Miss Valerie Moore tea-dancing with Lieutenant David T. Morgenthaler

Lieutenant and Mrs. T. Suffern Tailer going tea-dancing at the Stork Club

RAWLINGS

Watching Vogue "roll off the press"—a girl in a dress with lines just off the press. Its news value—that pseudo-waistcoat of corduroy. Its other values: a pin-neat simplicity that would be a credit to college or a career. Make it or have your dressmaker make it of dark green wool gabardine with a chamois-coloured corduroy waistcoat....Design No. 9498

Lines Just

DESIGNS FOR

BACK VIEWS AND SIZES ON PAGE 101

Off The Press

DRESSMAKING

A girl learning how a magazine is put together—the gentleman of the press is showing her around the Condé Nast printing plant. Her dress is this year's slim version of the dirndl—a legally full dress of wool jersey, bound with grosgrain ribbon. You might make it in a bright red or turquoise or yellow...and wear it for faculty teas or football games. Design No. 9503

YOUNG WARTIME SUCCESSES

All in their twenties, all moving ahead into new, war-opened fields

Not one of the young people on these pages could have guessed, when they were in college, what they'd be doing in these photographs. In the curious chemistry of war, a boy who majored in economics has become a foreign correspondent, a girl who planned to teach school has become secretary to Donald Nelson, an ex-art student now designs tire treads for Douglas bombers.

Everywhere, the war is tumbling plans, re-routing ambitions. For the eight young persons here, for many others, the jumble of the times has opened up more interesting work, stretched out more opportunities.

Across the country the stories are the same.... In San Diego, the man whose hobby, making model planes, became sensationally useful in the manufacture of seaplanes for the Navy.... In Virginia, the girl whose career as a landscape architect was shunted, this year, into important work as camouflage expert at Fort Belvoir....

Some of these young persons stay in the same field they studied for—but it's widened, and become more significant now. Some the war has sent, suddenly, surprisingly, into new careers. They all show the tough, young resiliency, the comeback quality of their kind. If today is a Jumping-Off Place, they can, certainly, land on their own feet.

BALKIN-PIX

Margaret Dorney
Meteorologist

Twenty-three years old, Kansas-born and quick-smiling, Margaret Dorney is the youngest of three women in the Weather Bureau at Washington. (It was solidly male for seventy years, before the war doubled the demand for weather information.)

Her work is an accident—the result of ground-study for a pilot's license. She studied forecasting at the University of California, now compiles facts about air-density for the Army and about fog for the Navy; draws swirling isobars on the weather maps you see in the photograph above.

Iona Thornton
Secretary to Donald Nelson

Twenty-five years old, curly-headed and competent, Iona Thornton zoomed suddenly up from just a typist's job in the Office of Production Management to the supervision of Donald Nelson's office at the War Production Board in Washington.

At the University of Michigan, where her father is a professor, she studied to be a teacher, but has never used her certificate. Instead, she came to Washington to enlist in the immense carbon-paper army of Government employees. This year, when big, precise Donald Nelson took over the War Production Board, she organized his office, now directs three assistants.

She sees Senators, industrial leaders, Ambassadors, Admirals. She sends mail to Russia, to China, to England. She probably sees more of the bullet-by-bullet building of the war than most Congressmen do.

Through her hands pass every day memoranda from President Roosevelt, telephone calls from Secretary of the Navy Knox, billion-dollar orders for steel, for explosives. She works at the desk you see here. Beside it is an enormous, pugnacious poster that says, "Give 'Em Both Barrels!"

Russell Hill
Foreign Correspondent

Twenty-three years old, outspoken and brilliant, Russell Hill is the Cairo correspondent for the New York *Herald Tribune*, has just written a book, *War in the Desert*, about Libya—all because the war brought him what seemed like bad luck.

In 1939, just out of Columbia, he went to Europe on a fellowship to Cambridge, but had to give it up when the war began. He went then to Berlin and stepped into a job at the office of the *Herald Tribune* there.

With most of the correspondents expelled from Germany, he was soon doing two men's work—wrote smashing good dispatches, arranged transatlantic radio broadcasts. Then, he was expelled for speaking out straight.

He escaped during the Balkan war, through the bombings of Corinth and Argos. Now he is on the track of more trouble in Egypt, where he is shown above, on a roof-top, squinting into the sharp desert sun.

Chloe de Long
Industrial Sculptor

Twenty-four years old, red-headed and untemperamental, Chloe de Long studied art in New York, now has for a studio a huge, machine-cluttered workroom at the Firestone plant in Ohio.

She makes models of tread designs in green Plasticine—smoothing down ribs, carving chevrons. Then engineers develop her tire designs for monster bombers and pursuit planes.

Recently the Congress of American Industry gave speeches, parties, corsages to the six top women in war production work. One of the spectacular six was Chloe de Long.

LISA

Robert Skedgell
Radio News-Writer

Twenty-three years old, snub-nosed and sensible, Robert Skedgell writes news broadcasts for about seventeen radio shows a day. When he is alone on the four to eleven A.M. shift, he is responsible for every word of news that is sent out by Columbia Broadcasting Company to about 165 stations.

He works in the hustling newsroom where a line of gossiping tickers spills out news from all over the world. (When a big story comes in, bells ring on every ticker.) In the room next-door, Elmer Davis worked before he went to Washington—he used to broadcast at the microphone in this photograph.

The war lost Skedgell one job, opened another. After studying at the University of Virginia, he came to work at the C.B.S. television laboratories. War ended experiments in that field. At the same time, opportunities for news-editing expanded.

He likes the morning shift at work because he can go to baseball games in the afternoon. Mostly, though, he relaxes by reading the newspapers.

Isabel Olmstead
Publicity Supervisor

Twenty-seven years old, blue-eyed and brisk, Isabel Olmstead is now publicity supervisor at the advertising agency where she worked as a file clerk before the wartime fluidity of business sent her career skidding ahead.

She was graduated from Sweet Briar, where her side-interest was public speaking—she still talks with a clipped, emphatic platform voice. When she started to work, energetically filing folders, her mind was too incandescent with ideas to stay long with its light under a steel cabinet.

She became assistant to the publicity manager. This year he was drafted. Another man went into war work. She took over both their work, combined in one jammed-full job.

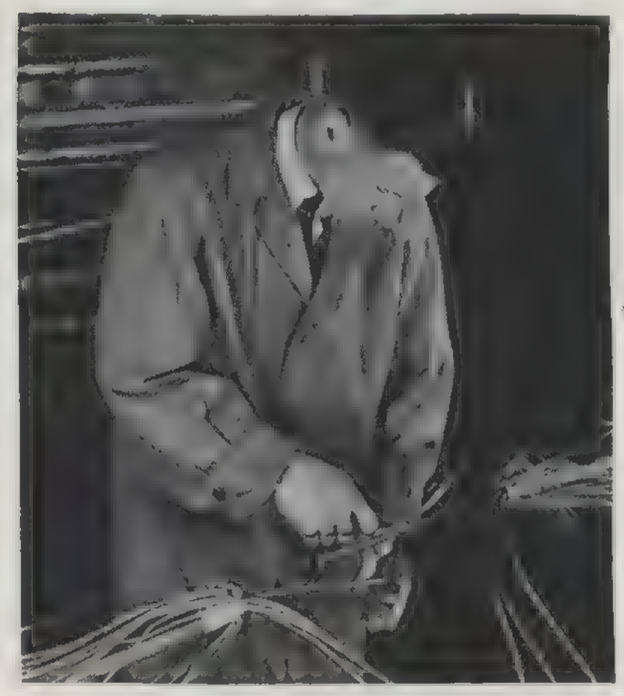
Now her days may include conferences with clients, writing captions for magazine articles, or taking the cast of "Life Can Be Beautiful" down to New York's East Side for photographs. Her newest promotion was her marriage—she's busily learning to cook.

LISA

Dr. James Hillier
Inventor

Twenty-six years old, stocky and shy, James Hillier built an electron microscope so important that the W.P.B. directs its deliveries, and all copies of it are on secret war projects.

Teaching full-time at the University of Toronto, he built his first microscope at night, making the parts himself because he had no budget. Now he works with Dr. Vladimir Zworykin at the R.C.A. Laboratories, perfecting this knobby pillar that magnifies 40,000 times, sees molecules, promises dramatically to speed up organic chemistry and medical research.



Miles Bowker
Communications Engineer

Twenty-four years old, brown-haired and skilful, Miles Bowker works on the technical staff of Bell Telephone Laboratories. He is experimenting in the new field of military communications that the war has swelled out.

He is a Swarthmore graduate, addicted to dramatics in his spare time. Here he is at work, in bunchy overalls, splicing an amazing coaxial cable that can carry over a thousand telephone conversations at one time.

MUSKRAT... BLOND *or* BRUNETTE

BRUNETTE MUSKRAT—FLARED BACK

SAME COAT—WRAPPED FRONT

THE muskrat didn't inherit a highfalutin name, but America likes it anyway. Likes its rugged honesty, its obliging disposition, its unplutocratic price. Lately, it's been getting more blond, more brunette, more handsome.

Brunette Muskrat (this page)

Handsome muskrat coat—Hollander-blended the shade of dark mink. Cut like mink, too. Opulently full, with a flared back, cuffs that roll back. Wrap it around you day or night. $495. Worn with a beige felt beret. Bergdorf Goodman

Blond Muskrat (opposite page) →

Texas-born muskrat—its blond complexion is completely natural. This coat is in the new 35-inch length; the A.A. size—meant for Average American girls who are 5 feet, 3 inches. $265. New Brewster grey felt hat, roll brim; about $7. Speare gloves; $5. Franklin Simon. Hat also at Carson Pirie Scott; J. L. Hudson

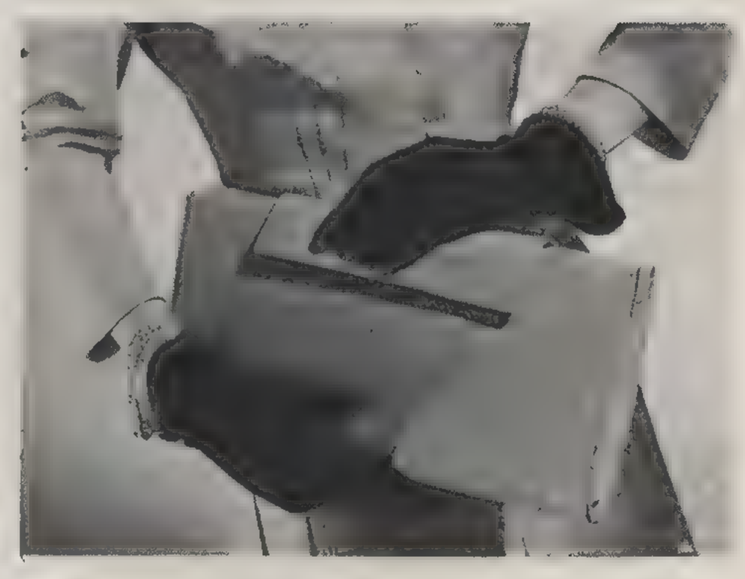
RAWLINGS

Habitat: Campus or City

Good College Teams...

BAKER

MUFFLER cribbed from the kind that R.A.F. aviators wear—two yards long, pure white wool challis; $3. Bonwit Teller. POLO BELT of bright red corduroy—just in case there's a shortage of leather. Schaffer belt; $1.50. Bonwit Teller

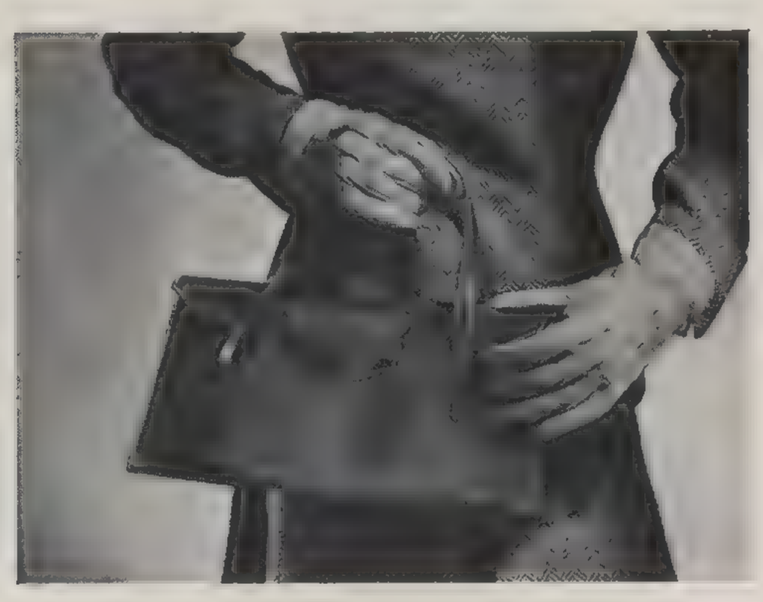


DAY-NIGHT BAG of red morocco, by Goldsmith; $5. Saks-Fifth Ave. GLOVES—black suède, four-button classics; $3. Saks 34th Street

GLOVES by Superb—cape palm, suède back; $4. Lord and Taylor. BRACELETS of gilt links. Small size; $1. Big, $2. Lord and Taylor

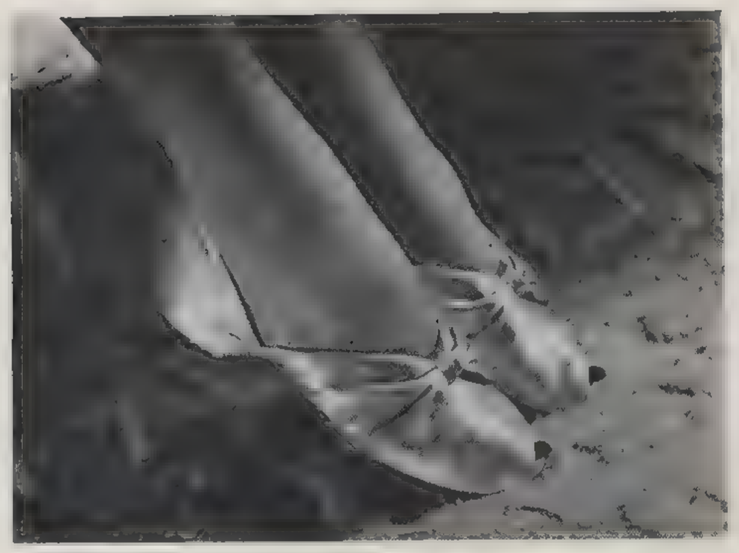
MITTS to warm the hands that carry books. White sheepskin with cape palms. Nice clumsy, cosy look. $3.50. By Hansen

HANDKERCHIEF to tuck in the vest-pocket of your best suit. Burmel design of pink linen printed with white daisies; under $1. Best



TWIN-STRAP BAG—Lesco model of Canadian boot leather; $5. Altman. CAMPUS GLOVES of natural deerskin, short and sturdy; $5. Hansen

. . . Good College Friends



MULES that will walk off with honours in your dormitory. Pale blue rayon satin with a soft bow. Daniel Green shoe; $4.50. Altman

HAT to take you away many a week-end. A new Dobbs flatterer with a brim that rolls back to show your hair. Brown felt; $8

GLOVES for proms and Very Special evenings. Opera-length Van Raalte gloves of pale blue rayon jersey; $2. Lord and Taylor

CREDITS for off-campus hours. Stitched felt beret; $7.50. Bow-tied bag of black faille; $5. Lord and Taylor. Long gloves of black corduroy; $2.50. Marvella simulated silver pearl necklace; $2. Earrings; $1. From Altman

TEA-DANCE BAG—keeps your belongings always at your side. Koret bag of black antelope, red calf-faced; $6. Schaffer suède belt; $3. Saks-Fifth

BUSKINS of red suède, cut like Robin Hood's, made by Joyce. Wear with lounging slacks, for midnight bull sessions. $6. Bloomingdale

• For shops in other cities, see page 32

CAPSULE WARDROBE

JOFFÉ

BEGIN WITH THIS OVERCOAT

DECOR: JAMES PENDLETON

OR ADD A LIME-GREEN DRESS

OR ADD A CHECKERBOARD DRESS

ADD A HARLEQUIN DRESS

BEGIN WITH THIS OVERCOAT—The little black overcoat loved by college world, big world. Black wool, velvet-collared, it goes as many places as a man's Chesterfield. $25. Altman

ADD A HARLEQUIN DRESS—Bright understudy for that little black overcoat—this wool jersey dress with a half-blue, half-black bodice. McMullen dress; $25. Lord and Taylor

OR ADD A CHECKERBOARD DRESS—For classroom desk or office desk—this wool dress with blue-and-grey squares on the bodice, stripes on the skirt; $20. Cotton Shop

OR ADD A LIME-GREEN DRESS—Wool jersey gay enough to tea-dance in. Coat, plus this dress, plus one of the others—a capsule wardrobe. Dress; $20. Saks-Fifth Ave.

• FOR A LIST OF SHOPS IN OTHER CITIES, SEE PAGES 32 AND 33

Consult your jeweler regarding *Tempered Gold and *Tempered Platinum Mountings by Granat for engagement and wedding rings. He can show you many beautiful Granat Mountings complete with gems such as those illustrated here. You will find the name "Granat" inside each mounting.
*Trade Marks of Granat — San Francisco.

"THE PERFECTION OF ART IS TO CONCEAL ART"

DESIGN In the designing of an engagement or wedding ring, the all-important objective should be to create a mounting that will heighten the beauty and brilliance of the precious stones entrusted to its care. This is demonstrated in every mounting designed by Granat. Today, throughout the country, leading jewelers specify Mountings by Granat for their finest engagement and wedding rings.

MOUNTINGS BY
GRANAT

Furlough Felts

...SKETCHED BY SPADEA

Saying hello at Penn Station ...The new Spanish pill-box that shows your eyes, clings to your uptilted head. "Thursday." $7.95.*

At dinner...the prettiest big brim, tucked and swept upward the way a man likes. "Friday." $9.95.*

Showing him the town ...The soft flattery of a gathered brim perking up around the crown in front. "Saturday." $8.95.*

*Higher prices for light colors

Stetson Hats

STETSON HATS, INC. • 475 FIFTH AVE., N. Y. • ALSO MADE IN CANADA

A SENIOR LESSON:

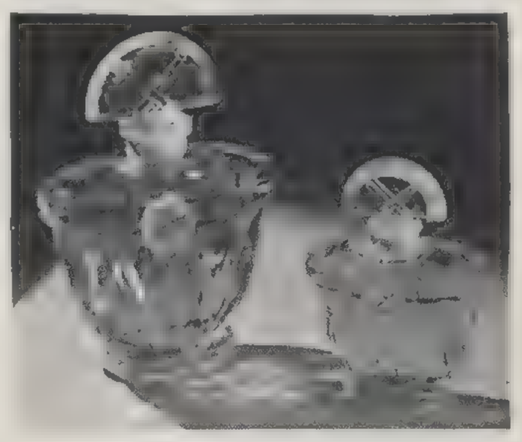
FRESHMEN, you're in! Your sage Senior Sisters tell you what's what in the way of looking pretty on campus and off. You've too little time to learn how to Make the Most of Yourself via the trial and error method, so bone up on the seniors' own quick cram course for college beauty on pages 70 and 71. And for more answers to your problems, here's Information, *Pretty* Please:

To Pass the Class, Lass—be a girl who goes on a houseparty weekend and packs everything she needs into the smallest possible space, not the girl who looks as though she planned to stay a month of Saturdays instead of just one. All the cosmetics you'll want are in this striped Henri Bendel "Young Timers College Beauty Box."

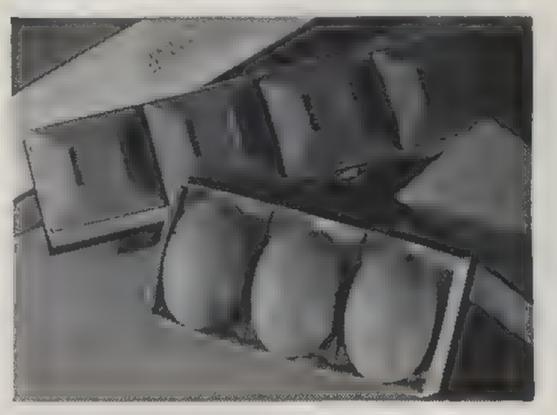
To Make the Night Right—and to make you look bright under whatever rosy, amber, bluish lights you're subjected to, go out for the evening—prepared. Take with you a couple of Schiaparelli's blue and white plastic lipsticks, "A," "B," "C," "D," for every colouring from blonde to brunette. Bergdorf Goodman.

What You Reap, Keep—by keeping a pretty eye on him. In your purse, carry with you Germaine Monteil's small square mascara vanity in white enameled metal with its own folding brush. Eye make-up is just one of those things that makes going out at night an occasion. (Bonwit Teller.)

And in a Deep Sleep—your skin, if it tends to be dry, can be getting the softening effects of the emollient "Baby Skin Oil." This in conjunction with "Baby Skin Soap" makes one of the simplest, quickest beauty routines for that college gal who never could find time for a "ritual." Saks-Fifth Avenue.



To Meet Your Date—Late—and a lot will depend on how *late*, you'll have to strike up a super amount of charm to get him over the foot-tapping stage. One of the best and pleasantest ways is to wear a sweet scent you'll know he'll like. Here is Charbert's "Breathless" cologne, in new, large drum decanters. Saks-Fifth Ave.

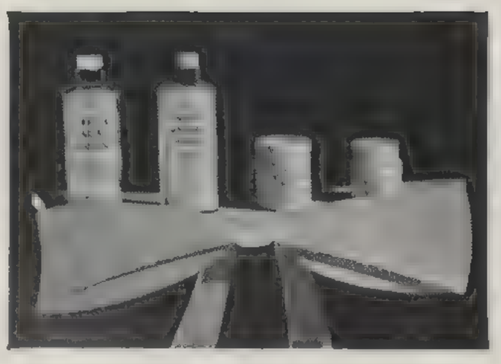


Don't Be a Dud—Suds—and we know you'll love the creamy, fragrant lather of the two Chanel soaps, that leaves an after-fragrance on your skin after your bath. These hard-milled soaps can be worn to a slim shaving and still retain their scents of "No. 5" and "Gardenia." Saks-Fifth Avenue.

VOGUE STUDIOS

To Meet Your Great Fate—you'll want to be completely prepared with Revlon's leather "Ration Card Case," that has in one inside pocket nail enamel, remover, lipstick in the new paper container. The other pocket is for your sugar card, bills, and notes. Bonwit Teller.

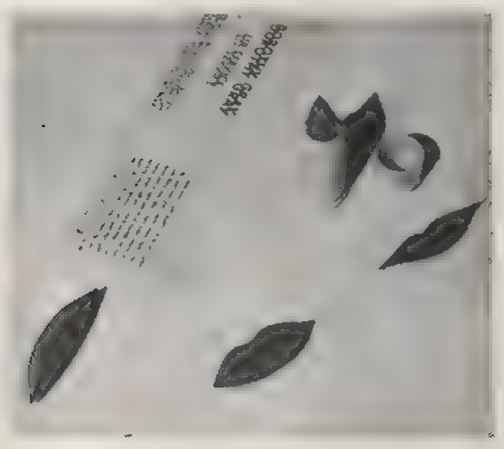
LISTEN FRESHMEN



To Be a Bright Light—and to keep your face radiant and glowing, give your skin regular care and special care if you have a particular problem. Elizabeth Arden has grouped her products according to the three types of young skins: normal, not-quite-perfect, and imperfect. For the last group there are "Skin Lotion," "Soothing Lotion," "Cleansing Cream," and "Astringent Cream," all designed to combat that bane of the young college girl: a too-oily skin. You see them photographed above.

To Have a Glad Hand—use a good hand lotion faithfully. College girls are only too apt to leave their gloves in their pockets and their hands outside while running between buildings, between classes. Jergens' hand lotion, of course, needs no introduction to the girl at college.

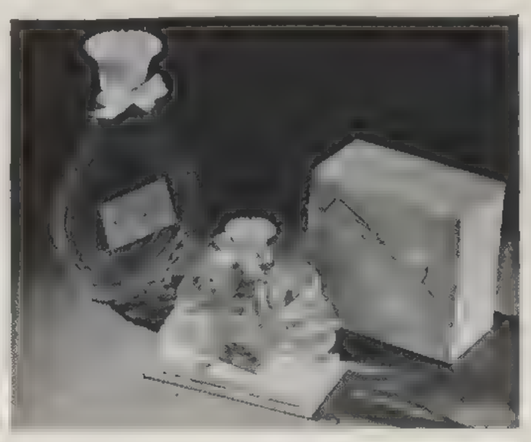
To Be a Prom Bomb—to look absolutely dreamy at the next Prom won't be hard if you set your mind to it. Give yourself a relaxing facial just before you dress and spend ten minutes under Tussy's "Creamy Masque." It won't harden or cake as it dries. You'll find this at Bloomingdale's.

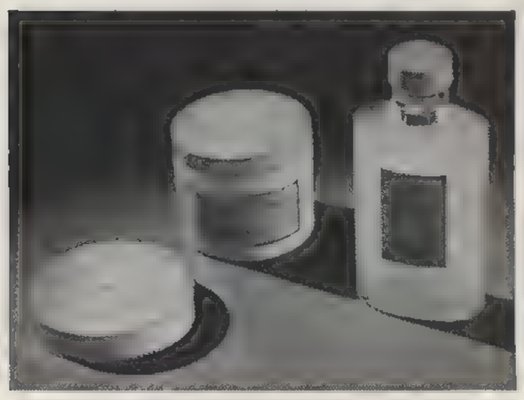


To Have a Fan Pan—all you have to do is put Dorothy Gray's lip-imprinted strip of Cellophane (with the mouths of your favorite movie stars) across your own mouth, see which one is most becoming, then trace the outline on your own lips and fill it in with the accompanying lipstick. This "Lip Service" at Altman.

And For Your Hair, Care—because that shining glory looks its best when you pay attention to it. The Ogilvie Sisters have a new "Cream Hair Pack" that you put on just after your shampoo and it will leave your hair soft and glistening.

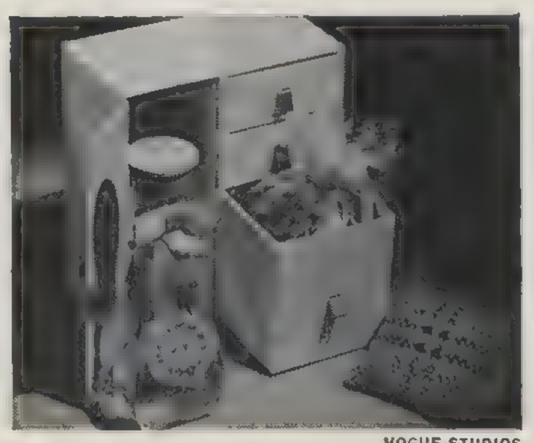
To Make a Guy Sigh—wear a perfume that's extremely feminine, that's just sheer sweetness. Such a one is Houbigant's "Chantilly," all laces and frills in its pink box. It has a matching fragrance in a good-sized bottle of "Chantilly" toilet water. Use it after your bath, any time. Lord and Taylor.





For a Spree, Three—such items as Frances Denney's "Cleansing Meal," "Mild Skin Lotion," and "Over-Tone" will see you through any occasion, big or small. The first is a discourager of little "bumps" that *will* pop out, the last is a cake foundation. Altman.

Scent Your Drawer, More—you will want to put these little tweed-covered sachets among your lingerie, tuck the pomander ball among your handkerchiefs. The two sachets and the pomander ball come in the Herb Farm Shop's "Pomander Chest" along with a bottle of "Pomander Toilet Water." Bonwit Teller.



VOGUE STUDIOS

Jane Irwill

designs these to be lived in — till Victory comes

"No compromise with Quality," says Jane Irwill, "for you must have hand-knitted effects that will stand by you – all wool sweaters for warmth, accurately styled in activity colors, generously proportioned – prices that fit your budget – that are 'designed to be lived in' – till Victory comes." The Jane Irwill tag tells how to Ivory wash, how to dry, how to conserve. Read it for long, enjoyable wear.

Left: Silhouetted teasled wool cardigan about ***3.50***
Right: Cable stitch bulky cardigan about ***6.00***
Prices slightly higher west of the Rockies

Available at VASSAR FIFTH AVE. • 608 Fifth Ave., New York
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1372 BROADWAY Jane Irwill NEW YORK, N. Y.

Are you a size 10 to 20?

Would you like to wear Junior Styles?

THEN

WERE CREATED FOR YOU!

Junior Dresses in Sizes 10 to 20

You Back-to-Schoolers, you Career Gals who are young in age and young in heart, you who have always had a terrific yen to buy a dress in a Junior department "if only they'd fit". Here's your chance! You'll find them in the Misses' Dress department of your favorite store. But they are 100% JUNIORS in every line, in every curve; in everything but *size*.

Paul Sachs Originals are priced from about $15. to $35.

PHOTO BY RAWLINGS

Illustrated: Jersey of 70% virgin wool and the rest rabbits' hair, an unqualifiedly fine fabric by POTTER. Its simulated alligator belt matches the vivid velveteen arrows that will make this dress go right to your heart. Natural with red, or emerald; honeygold with rhum brown; black with red. About $25.

PAUL SACHS
1136 Washington Avenue
ST. LOUIS

SLIDE, STERLING, SLIDE

Dresses with Clix sterling silver slide fastener

JOFFÉ

We told you about them in a recent issue, told you they were coming—those sensational new slide fasteners of sterling silver. Sensational because they replace fasteners of baser metals which can no longer be obtained for civilian use. Sensational because, besides being so beautiful, they are virtually *free* ...they scarcely make a ripple of difference in the price of a dress.

Here are two of the first dresses actually to boast these new fasteners. Good little dresses they are, even without that added sterling boon—dresses which will fit versatilely into your busy schedule, which will dress up or dress down as you choose, which will transpose function at a moment's notice, which are office-right, luncheon-right, town-right. Dresses which are pretty of price, too.

FIRST ABOVE: Black wool and cotton jersey; slanting hip pockets closed with Clix sterling silver slide fasteners. $15.

SECOND ABOVE: Red wool and cotton jersey, pockets with Clix sterling silver slide fasteners. $15. Both, at Bonwit Teller

LOVE OF A HAT: One hat may not make your season—but it can contribute some pretty satisfying pleasure. A hat, say, like this one—to wear with that wonderful little black overcoat (shown in our last issue). It's a beret; ergo, one of the nicest, most flattering of autumn hats. A Leighton Tish-U-Felt beret in black with a bow. Under $6. Lord and Taylor

Face The New World Gayly Young Red

WITH NAILS IN THE NEW **CUTEX**

THE HAND that drives a truck, carries a textbook, rolls a bandage, rocks the cradle! Let's keep it gay, let's keep it feminine in the new Cutex YOUNG RED! A red badge of courage for every finger tip . . . a touch of cheery, chin-up color with neutral suits and dresses. Get a bottle today and meet your new world with new charm—and the old femininity! Only 10¢ (plus tax).

Northam Warren, New York

THE WORLD'S LARGEST SELLING NAIL POLISH

Priority Props —

In this year of priority clothes, *little* things loom large. Your gloves . . . your bag . . . your cigarettes. *By all means* choose MARLBOROS—for distinction . . . for their immaculate Ivory Tips* . . . for the joy of choice, richly blended tobaccos (*that cheaper cigarettes cannot possibly afford*).

*Ivory Tips . . .
Plain Ends . . .
Beauty Tips (red)

MARLBORO

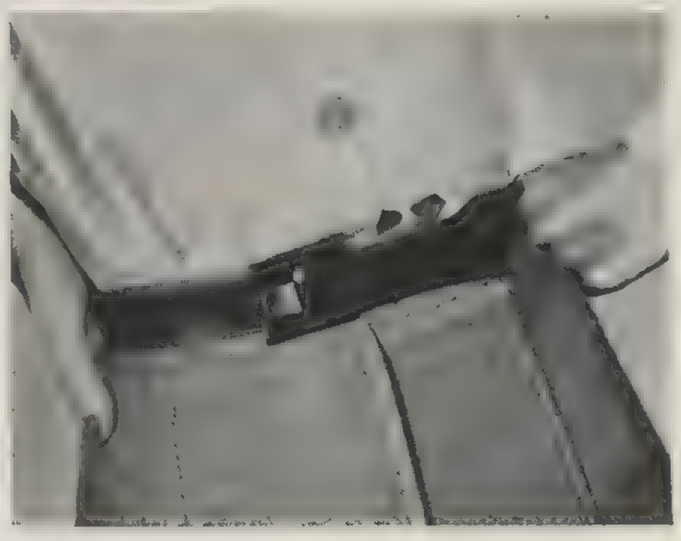
America's Luxury Cigarette

BELTS THAT GET AROUND

Five new belts that will be seen around college this term. All are made by Schaffer • LEFT: Jumping-ropes, several bright ones, put fun into this belt. Nice with dinner-skirt or slacks; $1 each. Stern's

RED BELT meant for afternoon circles. Deliberately narrow, it terminates with loops, fastens with little gilt hooks. Nice with a black dress; $1. Best

SPORTS BELT of brown suède and calfskin—fine with tweeds; $1.50. Lord and Taylor • "Dawnelle" gloves. Hand-sewn brown cotton; $2. Bloomingdale



CLASSIC BELT of black calf, neat as a pin, destined to support your slacks, shorts, culottes, or skirts through all the four years. $1.50. Altman

BELT of brown suède edged with green capeskin, shirred buckle; $3. Saks-Fifth Avenue has this • GLOVES of broadcloth, hand whipped, by Daniel Hays. $3. At Tailored Woman

KAHAN

There's youth—

vigor and vitality in every inch of these coats — with the famous Rothmoor quality that keeps them young.

Left, style 404. Right, style 426. Both about $90.00. Always at the leading store. Write for the name of yours.

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for dress • for sport • for travel

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If you select your wardrobe with care, this season, you will pick *The American Golfer* for your busiest days. This button-front model, superbly tailored from a fine rayon-and-wool flannel, comes in blue, rose, natural, green or brown. Sizes 10 to 20. $15.

Also in 100% all wool jersey, with long sleeves. Green, red, beige or blue. $15

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BEST & CO., New York and branches

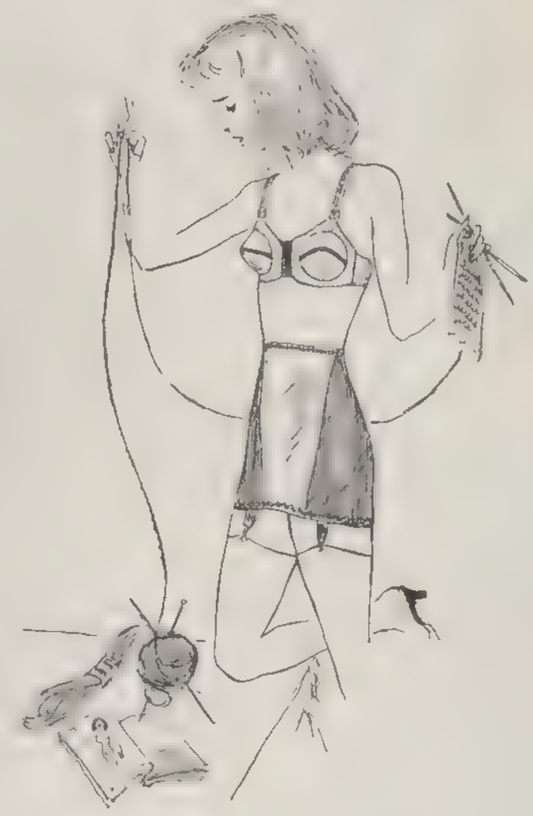
and good stores everywhere

MADE BY STRAUS, ROYER & STRASS, Inc., BALTIMORE, MARYLAND

UNDERSTUDIES

A daily-and-Sunday wardrobe of

SLIP that's a college snap. Lace-edged rayon jersey that needs no ironing. White, peach, or black. A Luxite model; $3



PANTIE-GIRDLE with two-way stretch sides, satin batiste front and back. "Whispies"; $4. Maiden Form bra of cotton batiste; $1

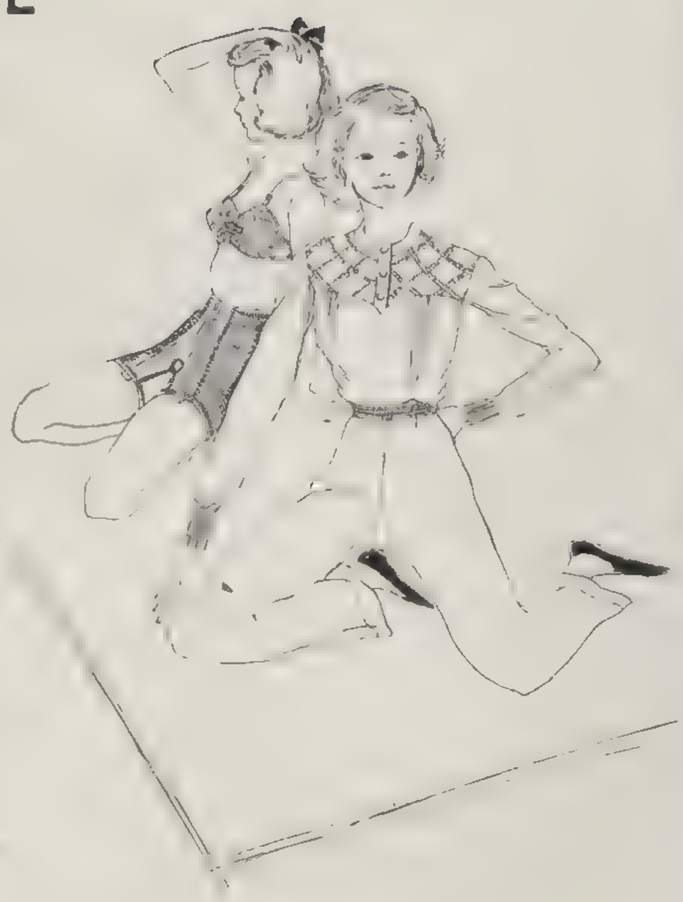
UNDERSTUDY for all your campus clothes. Faerie slip of fine rayon jersey that tubs easily, can go unironed. Cost; $2.25

RUBBERLESS pantie-girdle of knitted rayon jersey; hook-and-eye closing. Van Raalte; $2. Brassière of rayon jersey. $1

CHEMISE for all the new exercising added to the curriculum. Brassière attached to shorts. Knitted rayon jersey. Kayser; $2

FOR COLLEGE

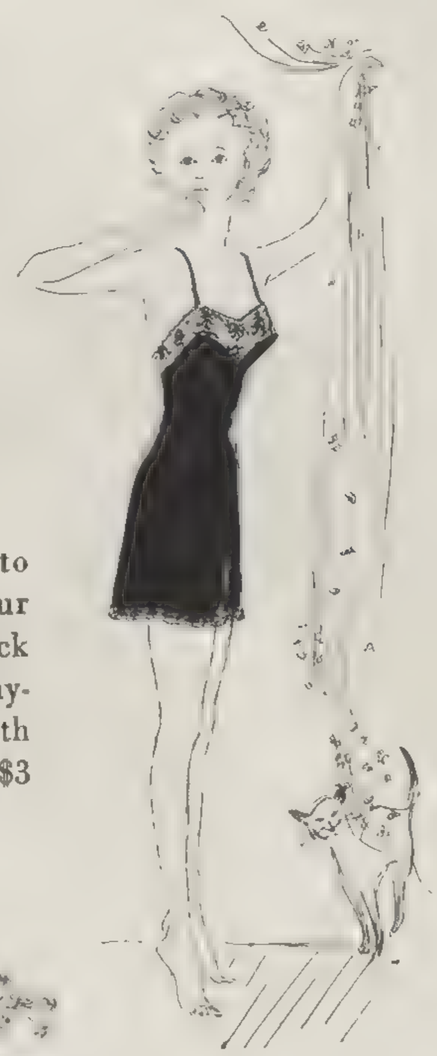
good little dormitory-dwellers



LIGHT CONTROL in a pantie-girdle made by Fortuna. Rayon jersey, "Lastex" mesh; $2.50. Lancette bra, lace and satin; $1.50

PYJAMAS that are both pretty and warm —in case heat is rationed. Brushed rayon, with an innocent yoke. Munsingwear

REQUIRED SUBJECT at college. Pantie-girdle by Kleinert, of rayon satin, and elastic; $5. Mme. Poix brassière of rayon jersey; $1.25



BLACK BEAUTY to wear under your worldly new black afternoon dress. Rayon jersey edged with lace. Vanity Fair. $3

DORMITORY ROBE of a crêpe-like knitted rayon. No need to iron it. The colours are: turquoise, raspberry, pink. Carter robe; $6

Smart... New...

Copper Chiffon

SIMULATED Pearls

The gleam and beauty of polished copper caught in the deep sheen of

nature-dipped

Marvella

simulated pearls

Chiffonweight and unbreakable . . . also, available in Silver and Creme

Necklace, $5; Bracelet, $3; Earrings, $1; plus 10% Fed. Excise Tax.

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IF I COULD DO IT OVER AGAIN

(Continued from page 61)

to study my American History for the next morning. It's these little misused moments that ate holes in my valuable four years.

Then, too, it comes as a bit of surprise to blow the ink dry on your diploma, step out with happy complacence, and find that other girls—those who haven't had your four year mental work-out—know about Goethe and Spinoza, and have read Thomas Wolfe as thoroughly as you have. In college, so much was laid out before me—so many choice courses, selected reading lists, and well-trained professors that I absorbed only a top smattering. That wouldn't happen a second time.

So with all my marginal doodling, I probably missed just those points in history which would explain in part the war situation today. And with my slipshod work between cokes and idle chatter, I'm a little confused about who did what for Greek drama, and was Jack London really a follower of Nietzsche or was that just something that I imagined? I excused my mental inaccuracies by concluding that the teachers were too strict anyway, and besides when would I ever get my history paper finished if I didn't outline it during English class?

No "cuts"—outside college

Unfortunately, the cut system doesn't carry over into a working world. In college, class attendance is semi-optional, depending on the mood you happen to be in. But if it happens that you oversleep or stay out too late the night before, you still can't take the nine o'clock instead of the eight o'clock bus to work. If your head aches, or if you just don't feel like doing it, no one else is going to take over your pile of letters to type, or shift the newspaper dead-line till you get your copy in. Preliminary self-discipline would help every college student, for the tolerance of teachers doesn't extend to a job for which you are being paid.

I would strive, too, to select a more rounded class program. What difference does it make if I *can* write a triolet, quote from Browning, and sing the "Marseillaise" in French if I don't know the South American economic status, the American housing problem, and the workings of our local labour unions. I got through college being too kind to myself. The whole four years was so much fun I didn't realize the seriousness of what I was going through. I didn't realize the privilege of being in college at all. I shouldn't have cajoled myself into thinking I was one of the intelligentsia just because I belonged to the drama club and managed to read three books a week.

The whole trouble is this—everyone is too nice to college students. Professors worry if you seem to be overworking. Parents kiss you on both cheeks and increase your allowance by mail if you come through with a few A's. We get out of school thinking we are pretty smooth numbers, sort of large-sized Quiz Kids with so much to give the world. And then when the time comes we aren't quite sure what it was we had in mind to give. It is unfortunate that objectivity toward college education can't come before the diploma. College is a job like any other job and should be carried through with the same thoroughness. I wish now that I had realized that just beyond the edge of the campus the world really begins.

NEWPORT, NEHRU, CHINA

In "You Wouldn't Know the Old Place," Frank Crowninshield looks at Newport, the staid, social town now determinedly at work for the war. Helena Kuo clears up some western misconceptions about Chinese people, Chinese life. Krishnalal Shridharani, Hindu writer, portrays the dynamic personality of Pandit Nehru, second most important man in India.

September 1 Vogue. At Your Newsstand August 25

DRESSES, GOOD IN MATH

CAMPUS COROLLARY: You'll need a dress that adds a lot to your wardrobe, subtracts little from your allowance. Here's a pseudo-suit that does all of this. Of red rayon twill, with gilt buttons, belted waistline. Sacson dress; under $10. Joseph Horne

MULTIPLE DIVIDENDS from a dress like this one. You can wear it to classes, to teas. It's right, in your college classes; right, too, for the working girl. Green rayon flannel, fine saddle-stitched pockets. Sacson dress; under $10. Joseph Horne

JOFFÉ

APPLIED MATH. — a jumper dress that's calculated to go with blouses and shirts; figured to campus budgets. It's blue cavalry rayon twill, with pockets to carry your school supplies. Side-buttoned. Sacson dress; about $6.50. Joseph Horne

Allegro

"ALLEGRO"
gives average bosoms smart "outlift" as well as fashionable "uplift."
$1.00, $1.25, $1.50 and up

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BRASSIERES by MAIDEN FORM
Lovely, glamorous lines are yours — if your bosom is moulded and uplifted by the brassiere Maiden Form designed to meet your individual requirements. Made with adjustable back-fastenings and shoulder straps, to assure you of perfect fit — to a fraction-of-an-inch! Send for free Foundation Booklet V: Maiden Form Brassiere Company, Inc., New York, N. Y.

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for bosoms just a trifle larger-than-average — in sheer Nylon and other materials.
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another type for average bosoms — accents the line-of-separation.
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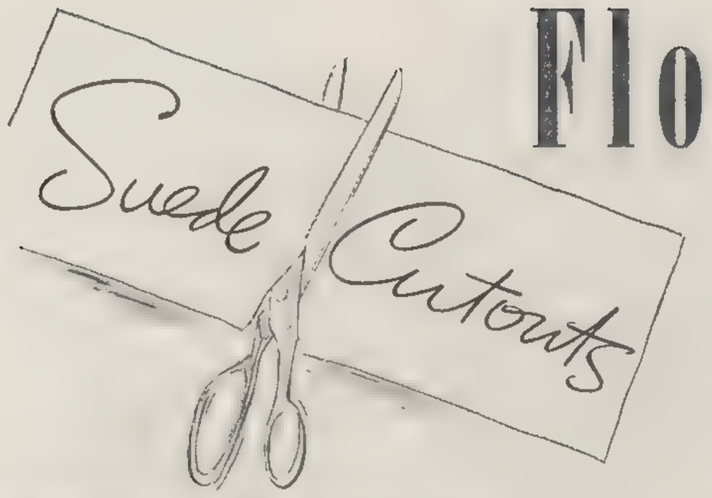
"There is a Maiden Form for Every Type of Figure!"

DO YOUR SHARE— BUY U. S. WAR BONDS

Florsheim



Florsheim black suedes... foreshadow an early Autumn. Wafer-thin, petal-soft, ink-black... yet **light** and **airy,** for comfort every minute of your busier day.

Dressy

La Conga

Choose black suede for fashion...choose **Florsheims** for the quality and comfort that combine to make them **the most walked about shoes in America.**

$10.95 to $12.95

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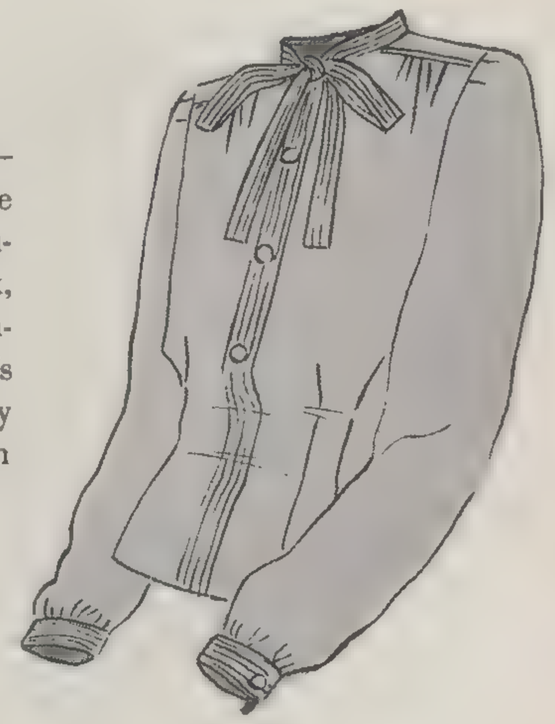
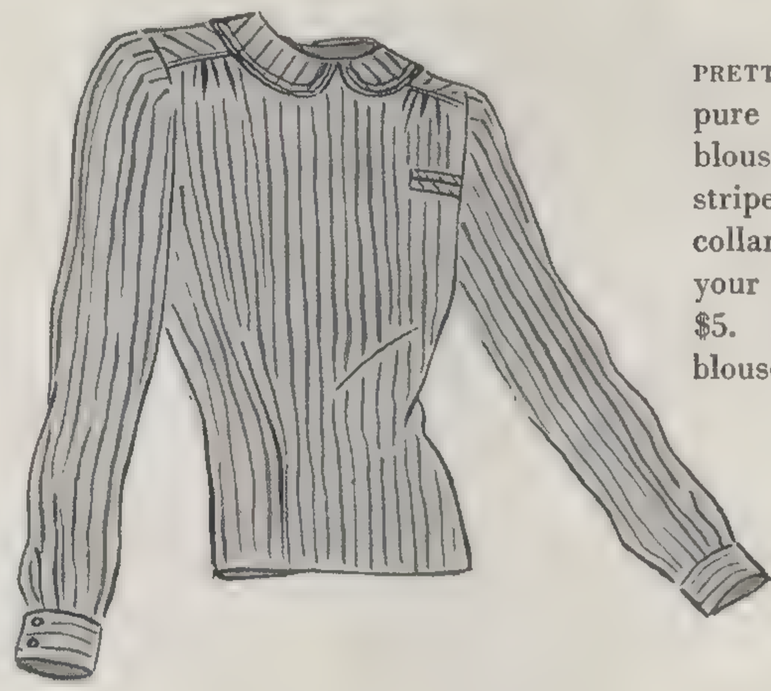
THE FLORSHEIM SHOE COMPANY • *Manufacturers* • CHICAGO
Makers of Fine Shoes for Men and Women

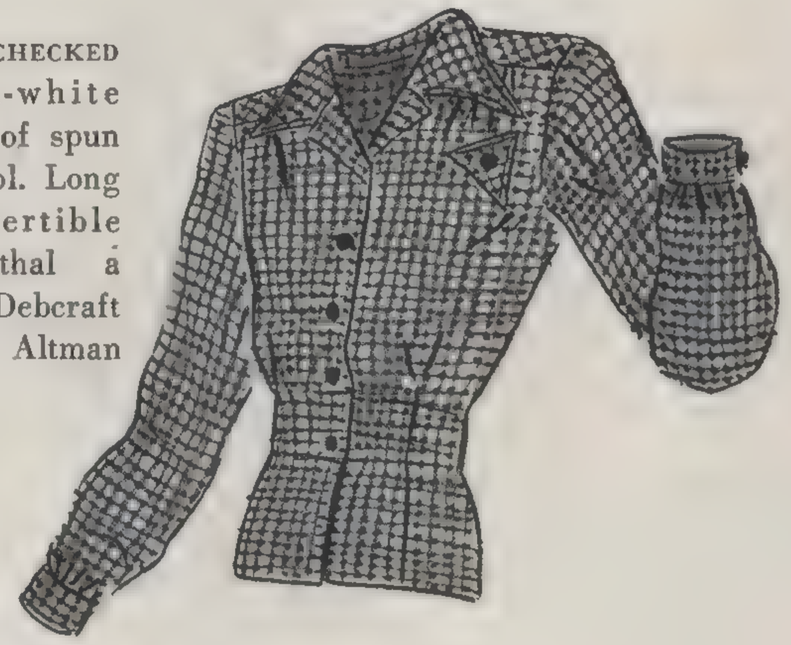
BLOUSES ARE BLESSINGS



TRICKY AND TAILORED—a Celanese rayon crêpe blouse with an impudent new bow-tie neck, artfully-placed stitching, pearly studs. It's $5; a Joan Kenley blouse; Franklin Simon



PRETTY AND PRIM—a pure silk broadcloth blouse in blue and white stripes. A Peter Pan collar to peep from your best autumn suit. $5. A Joan Kenley blouse; Franklin Simon



CHEERFUL AND CHECKED—black-and-white check blouse, of spun rayon and wool. Long sleeves, convertible neck-line, withal a casual air. Debcraft blouse; $4. At Altman

CLEAN AND CLASSIC—a white, white rayon crêpe tailored shirt with pearly buttons and a little classic stitching as its only décor motifs. Debcraft blouse; $3.50. This is at Bloomingdale

UP-TO-DATE TABLE TALK

War days are stay-at-home days. But that doesn't mean they need be dull days. Introduce new faces to your table—experiment with new dishes, enterprising ideas. Perhaps some of these:

• If you've been looking for an extra-special canapé to take the place of the caviar or pâté de foie gras you used to serve for "occasions," you might try a smoked capon. Serve it sliced paper-thin with brown bread; also sliced paper-thin and buttered. It will provide your party with something delicious and out of the ordinary.

We recently discovered the Fiddlers Creek smoked capons, and they are among the most delectable we have ever tasted. These birds are cured with brown sugar and salt, spices and rare herbs at the Fiddlers Creek Farm; then cooked gently with the aromatic smoke of fresh apple wood.

You'll find them at Altman's Delicacy Department for about $1.35 a pound, and the average three-and-three-quarter-pound one will adequately feed twenty people—it will have at least twenty-four slices of white breast meat to the pound.

Try these for buffet suppers, too—preceded by a hot soup, and accompanied by a salad—they'll stimulate the most jaded summer appetite.

• What to do about drinks if your man has gone away? There are many cocktails that need the expert masculine touch—how to produce them?

For there are bound to be times when you want to offer a choice of cocktails to your guests or when one of them clamours for a drink your husband has heretofore shaken up so professionally.

If you find yourself in this predicament, don't lie down on the job and say, "They'll just have to take highballs and like it." You might consider stocking up on an assortment of Heublein Club Cocktails—all professionally blended and ready to pour once they've been iced. There's a nice variety from which to choose—Manhattan, Martini, Daiquiri, Old-Fashioned, Side-Car, or Bronx.

One of the beauties of this plan is that you can serve an impressive choice of drinks without any extra trouble, and without waste—cocktails left over in the bottle will keep.

• A number of our friends have lately been experimenting with herbs. Herbs will give an extra fillip to the dullest and most economical dish—and once you've discovered what a difference they make, you won't ever want to be without them. Among the best we have tasted are those which are cured by the Spice Islands Company and grown, for the most part, on the company's own property.

The owner of this company started out experimenting with herbs as a hobby and has now developed this interest into a thriving business. There are Spice Island vinegars and spices, as well as herbs—freshly-ground seasonings that will make the most uninteresting dish appetizing. The Red Wine Vinegars in Tarragon, Garlic, and Eschalot flavours will give zest to your summer salads.

Find all these at Altman's Delicacy Department, in New York. Whatever you buy will be accompanied by a little recipe booklet that will tell you how to use the ingredients—in various dishes and unusual combinations.

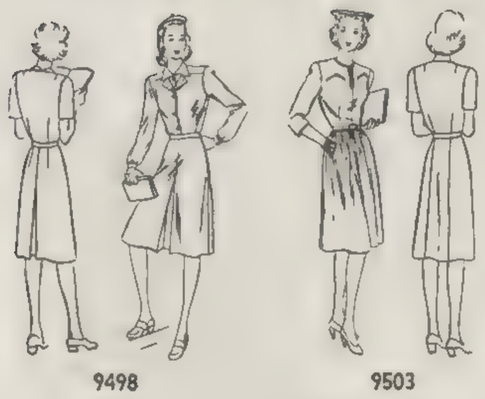
Desserts without Sugar

Desserts without sugar need be no problem with June Platt's new book, *June Platt's Dessert Cook Book* (published by Houghton Mifflin Company). In it you'll find forty-six recipes that require no sugar at all, and sixty-six that need very little. The remaining ones sound so appealing, you'll want to save up your sugar in order to produce them for some special occasion.

Many hostesses can successfully plan the main dish of a dinner—many can offer unusual soups, and entrées that are original and delicious, but desserts often prove a stumbling-block—and dessert should be the climax of your dinner—not the swan-song.

Some of Mrs. Platt's recipes are old favourites to which Mrs. Platt has added her own special touches. Others have found their way into the book from Mrs. Platt's large collection of gourmet delights—evolved through the years by people who loved and knew food in the past. Armed with this volume, you need never be at a loss about desserts.

DESIGNS FOR DRESSMAKING



Here are other views of the Designs for Dressmaking shown on pages 80 and 81. No. 9498, in sizes 12 to 20 (30 to 38). No. 9503, "is available," in sizes 12 to 20 (30 to 38).

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 118.

You'll go bare-legged this summer, more than ever before. And your bare legs will be *attractive*, HAIR-FREED by IMRA*, GOLDEN-TANNED, with the help of SUTRA*!

IMRA, cosmetic cream depilatory, is the *sweet way to de-fuzz.* Non-smelly. Pure white cream. Smooth it on. Later...rinse it off.

Skin is beautifully *hair-free!* No razor nicks. No ugly razor stubble.

SUTRA Sunfilter Cream is *guaranteed* to prevent painful sunburn. Invisible. But you *know* it's there, because you tan *comfortably.*

None of that awful lobster-redness...no ugly blistering or peeling.

SUTRA bars harmful burn-rays *only*...admits beneficial and tanning rays. (A *grand* powder base!)

IMRA and SUTRA, in three sizes: 25¢, 65¢ and $1.00.

At fine drug and department stores.

Or send coupon.

*Reg. U.S. Pat. Off.
U.S. Pat. Pend.

Artra, 12 Roosevelt Ave., Bloomfield, N. J.
I enclose 55¢ (coin or stamps including Federal Tax) for one trial size Imra and one Sutra.

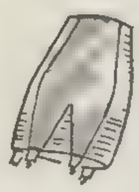
Name_____

Address_____ V-9-2

Skirts are terse—all slacks revealing. Before you put them on, let a Carter girdle or pantie-girdle whip you into shape. Wandering waistlines and bumptious derrieres melt into sweet young curves. Tummies flatten—thighs, too. You'll look lithe and alive. Control with freedom is *the* Carter forte. And Carter's Ovalette crotch is exclusive. Made of soft fabrics—lined with soft fabric—no chafing seam touches your skin. Genius, too, is Carter's bracelet leg. It stays put even when garters are detached. *Sold at better stores everywhere*—Carter girdles, pantie-girdles, and completes in the fabrics and weights you want. Girdles start at $2. The prettiest complete is only $12.50.

Carter's FOUNDATIONS... *control with freedom*

CARTER MAKES ALL THREE TYPES



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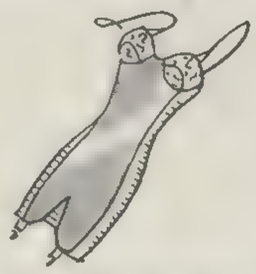


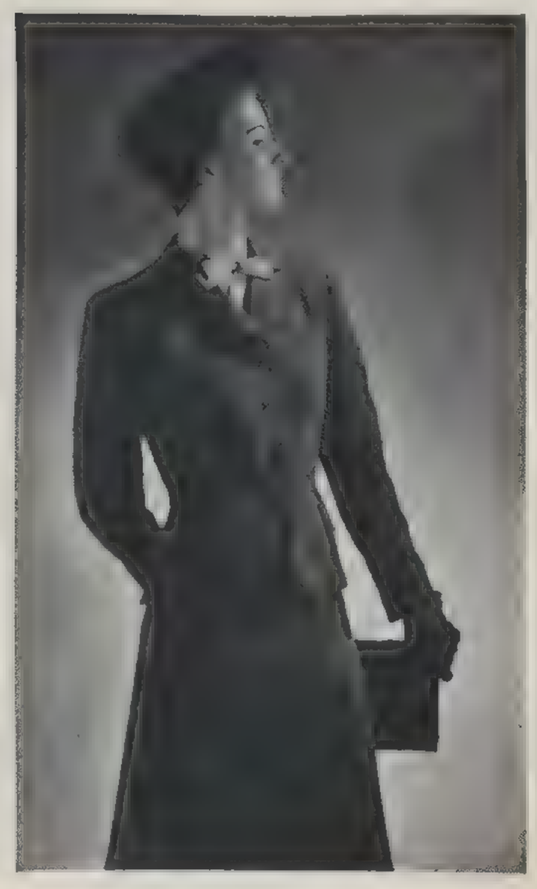
The William Carter Co., New York, Chicago, Boston, San Francisco. Home Offices: Needham Heights, Mass.

SUITS—YOUR SPECIALTY

GO-EVERYWHERE SUIT—it will mind your business well for you, this suit of blue-and-brown wool and rayon. The high-buttoned jacket, cut like a boy's, is $11. The narrowish skirt is $7. Both are at Arnold Constable

STADIUM SUIT—a gay, bright, big-game-minded suit of green corduroy, with silvery buttons down its front, red piping on its pockets and collar. Very young, very flip, very pleasant of price. $20. At Lanz-Fifth Avenue

SUNDAY SUIT—or, for that matter, Friday or Saturday evening suit. It's of blueberry-blue velveteen, with little covered buttons marching up its fitted jacket. The jacket is $11; the skirt is $9. At Lord and Taylor

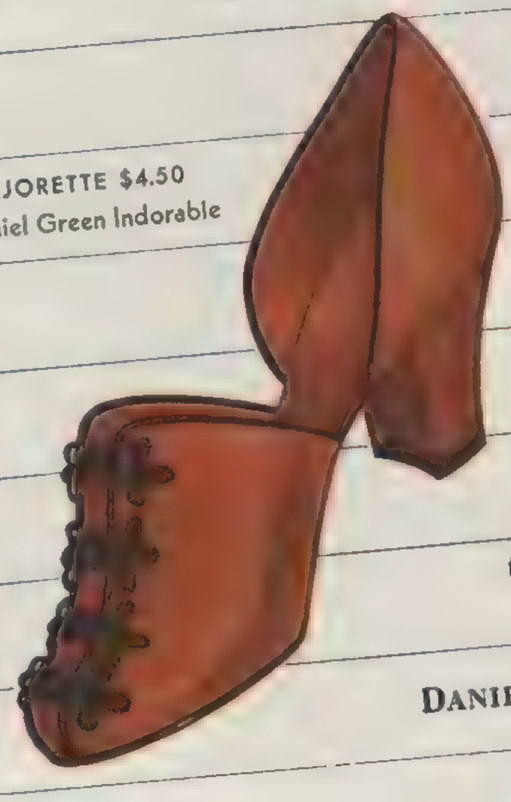


WEEK-END SUIT—it dresses up, it dresses down, it stays on campus, it goes to town—olive-green Kashmella suit with infinite versatility. It's $30, and well worth it. Lord and Taylor's Young New Yorker Shop

BAMBI $4
A Daniel Green Comfy

Notes to you —

YOU'LL NEED 3 DIFFERENT STYLES OF DANIEL GREENS

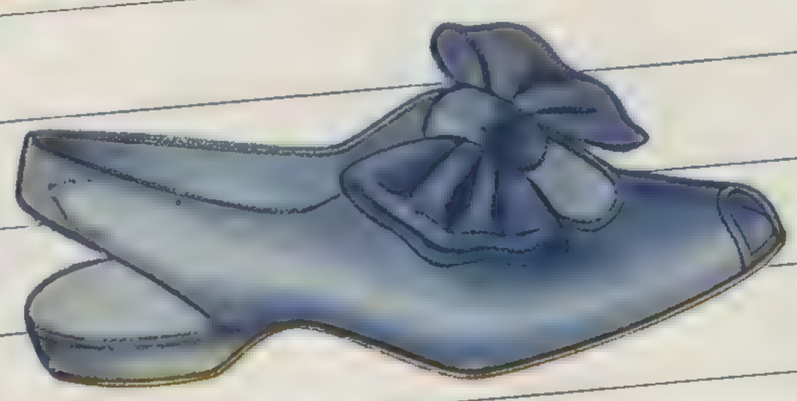


MAJORETTE $4.50
A Daniel Green Indorable

Entrance requirements to start the school year right include three different Daniel Green slippers. One pair — or two — won't do. . . . But with all three kinds you'll be sitting pretty. For instance . . . *Comfys* for around your room . . . *Outdorables* for any casual wear . . . and *Indorables* for the big moments when you want them to know who is the best-dressed girl on the campus. . . . You can depend on Daniel Green's reputation for comfort. Try these on for style! But be sure that they *are* Daniel Green slippers. . . . No one else makes all three kinds.

DANIEL GREEN COMPANY, Dolgeville, New York.

TUSCAN $6.50
A Daniel Green Outdorable



BO-BO $4
A Daniel Green Comfy

DANIEL GREEN *Slippers*

The American Flag Over Mount Vernon

FLAG OVER MT. VERNON

House & Garden's July Cover Wins Highest Award in National Magazine Cover Contest

In a nation-wide magazine contest, the July cover of House & Garden (shown on the opposite page) won the Grand Award of the Cross of Honor and the Patriotic Service Cross.

Chosen by the U. S. Flag Association as the best of more than five hundred covers submitted, it is a sensitive work of the well-known artist, Allen Saalburg. It shows the Flag above Mt. Vernon, home of George Washington.

Below are the two medals won by this cover. The Cross of Honor was awarded for "the most outstanding" of all covers; the Patriotic Service Cross for "the best design from a painting." The original painting will be presented by House & Garden to the Mt. Vernon Ladies' Association. It will hang in the headquarters of the Association.

Hundreds of requests for copies of this beautiful painting have come in to The Condé Nast Publications, publishers of House & Garden, Vogue and Glamour. We are delighted to reproduce it for our readers in full colour, suitable for framing.

Prize winning cover and awards

CROSS OF HONOR

PATRIOTIC SERVICE CROSS

AIRFLOW—Stunning slenderizing design for business and "after 5 o'clock". Sueded rayon. Red, Green, Turftan, Brown, Black, Wine. $1.

Hands speak Alluringly

. . . GLOVED by SENDRA

Hands must tell a tale of deeper beauty when suits and dresses speak more simply. This autumn—for campus or town—the glove accent is oh, *so* important. Whatever the occasion . . . you'll find in these gracious gloves by Sendra, that added piquant charm to make your every costume an event. *Your* hands will speak alluringly, enhanced by Sendra's authentic beauty. Ask for Sendra Gloves at any of the finer stores . . . their moderate cost is a thrill.

(Above) LOYALTY—duplex cotton "shortie", smartly whip-stitched in the current fashion. Black, Brown, Red, Green, White, Chamois. $1.25.

(Left) — DÉCOR—exceptionally fine glacé leather "half and half" with cotton palm. Highlighted in handsewn effect. Black, Brown. $1.25.

(Right) —FLASH—decorative cable stitch cuff treatment on lovely sueded rayon. Red, Green, Turftan, Brown, Black Wine. $1.

Sendra

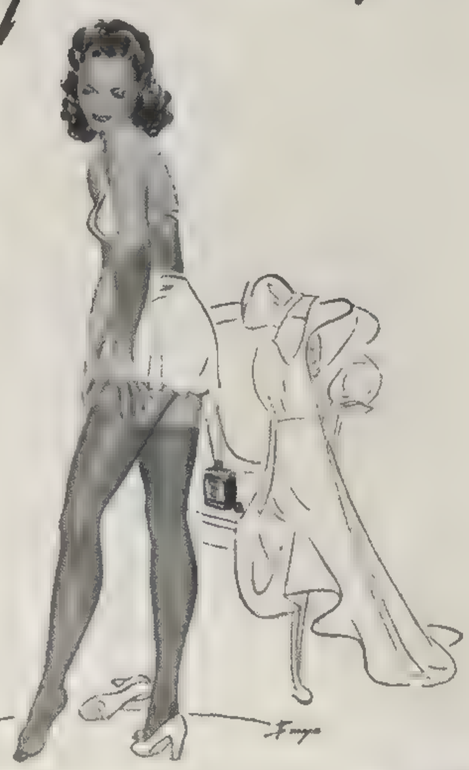
EISENDRATH GLOVE CO., 2003 Elston Ave., Chicago
Official glovers to American Airlines

*Wonderstoen

Dry-Method Hair Eraser

This summer, your legs must be flawlessly smooth ... completely hairfree. Erase every trace of offending hair with Bellin's Wonderstoen, the dainty, odorless hair eraser. It's quick and efficient on arms, legs and face, leaving no after-effects of sting or stubble. Use it anytime, as often as you please . . . lasts for months. A "must" for the new cosmetic hosiery. Bellin's Wonderstoen for arms and legs, $3.00 . . . for the face, $1.25.

Routine for Leg Beauty!



*Wondersheer

Lovely as Sheerest Hose

The answer to your wartime need for cool, lovely "sheers" in fashion's smartest shades. No silk, no nylon, no priorities...nothing more than a thimbleful of liquid color. Applied smoothly over the legs, . . . won't streak, spot or rub off until you wash them off with soap and water. Wear them to work...in swimming...in the rain...in fact, wear them to bed. Economical...as many as 20 pairs to the bottle...Bellin's Wondersheer costs but $1.10.

On sale at leading stores. Write for fascinating booklet "V" to BELLIN'S, 1140 Broadway, New York City

"It's LUX for corduroy," says ARNOLD CONSTABLE

Classic for classes—corduroy pinafore in deep, rich colors. About $8. "Yes, you can Lux it," says Arnold Constable. "Use lukewarm Lux suds, brush lightly when dry . . . To keep 'upkeep' low, Lux everything safe in water alone!"

SWEATER LOGIC

PRETTY PINK CARDIGAN—it might be your Most Luxurious sweater, this Braemar beauty of pure Shetland wool. It's one you'll wear all through college; $17. Peck and Peck

SET IN PALE GREY—a cardigan and a pullover of undyed grey Shetland wool—extra long, extra soft, light and serviceable. The cardigan, $8; the pullover, $7. At Russeks

SET IN BABY-BLUE—$3 for the cardigan; $3 for the slip-on sweater, with cable-stitching and a fine wide waistband. Helen Harper Zephyr wool sweaters, light but warm. McCreery

SET IN DEEP GREEN—English wool pull-over; $9. Cardigan, with pearly buttons, $10. Also available—skirt to match for campus; $13. Heatherton sweaters; Tailored Woman

SWEATER CHEMISTRY

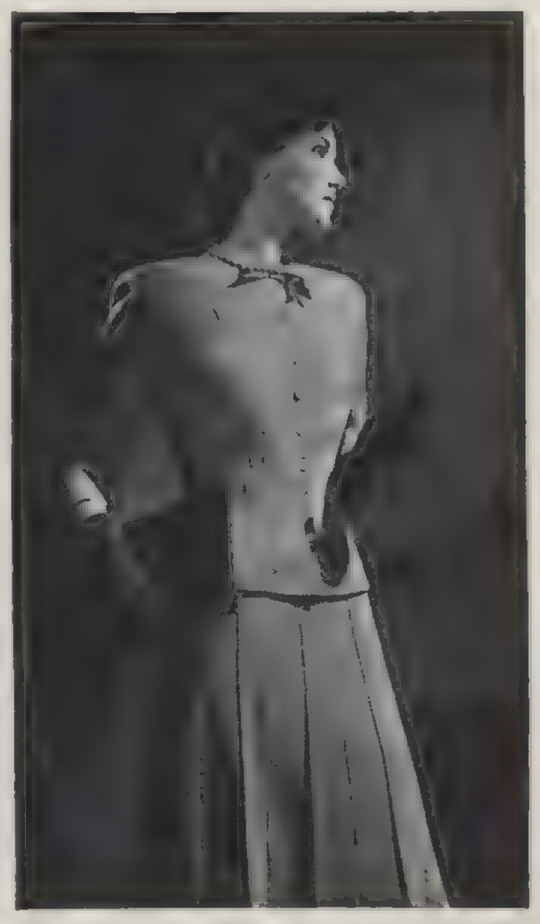
NEW FORMULA for twin sweaters: part rayon, part Aralac (the new milk-made fibre). Their colour—pale yellow. Cardigan; $3.50. The short-sleeved pull-over; $3. Tish-U-Knit design

COTTON SWEATER—it's a 1942 idea. This one is navy-blue, with a convertible neck-line. Wear it open-throated with a jacket; closed, with a fine, bright scarf; $3. At Bloomingdale

WOOL-AND-RAYON for this soft cardigan—you'll need one of this type for your sweater-collection. Bright red; team it with dark skirts and dresses; $2.50. Saks 34 Street

MINERAL-MADE SWEATER. Here's a crew-neck pull-over of yellow nylon. It has the quick-drying quality of nylon stockings. Jane Irwill design; $3. This is at Arnold Constable

SOFT COURSE IN WOOLS



Knitted two-piece dress of grey wool. Like a cardigan, it's bound with grosgrain ribbon, fastened with pearl buttons. Bow-neck; stitched-crease skirt; $17. From Carson Pirie Scott

Soft beige, for this dress of virgin wool. It's a perfect "good dress" for college. High, round neckline; tucks tapered from the shoulders. Red buttons, belt; $17. Gimbels, New York and Phila.

No buttons, no snaps, no fastenings at all. This is a chemise dress—meant for the quick-changes, full calendars at college. This is a Sofie Wagner design of beige cashmere jersey; $23. Altman

Weather-beating coat: a college requirement. This—of rust-brown wool fleece. Warm features—high buttoned neck, storm tab, wind-breaker cuffs. This Balmacaan coat is $30. From Macy

VOGUE STUDIOS

CAIRO LIFE

(Continued from page 73)

to Bagdad or India. Where are the frolicking Generals and the Colonel Blimps? They are not here. Perhaps, past the barriers of the Middle East, some Generals at lunch time can be seen with fly-whisks in their hands. But in Cairo, General Auchinleck is seen only for a flash through the window of his car, on his way to Heliopolis.

Cairo is the goal of the troops on leave. What do they find as they throng the streets in their thousands? The Cairenes have catered to the sightseers since Herodotus visited Egypt, four hundred and fifty years before Christ. The Dragomen pester the soldiers to buy coloured spectacles, fly-whisks, post-cards, and hopelessly out-of-date American magazines. The bars, cafés, cabarets, cinemas, and hotels are crowded. Many canteens and rest centres are provided, but more are needed, and the voluntary workers are hard-pressed for help.

For the officers on leave, Cairo offers its many clubs. Exercise in bulk is provided for the hundreds on the green lawns or around the swimming-pool of the Gezira Sporting Club. The Turf Club offers a quiet comfort to older men. The Mohamed Ali, with an elegance reminiscent of the Place Vendôme side of the Ritz Hotel of Paris in the old days, is the most exclusive club, where few uniforms are seen. There the Egyptians gamble for high stakes, and one can have an admirable dinner with beautiful table silver served on the roof under the stars.

Sightseeing in Cairo

The great museum is shut. Tutankhamen's treasures are hidden, but sightseeing never ends in Cairo. Apart from the mosques of Sultan Hassan and Ibn Tulun—the oldest in the city—it is essential to visit the Blue Mosque. In the Citadel, built by Saladin in 1177, the alabaster mosque of Mohamed Ali, with its "Pencil" minarets, is the city's greatest landmark. Close by is the little Bijou Palace—well named—with painted rooms which, alas, are falling rapidly into disrepair.

The noise is made up of hurdy-gurdies, bicycle bells, news vendors, trams, bagpipes, loud-speakers, out-of-door movies, and the braying of donkeys. The boys carry on their shoulders mountains of tired red roses throughout the year. They wear a harassed expression because a gharry turns a corner abruptly within an inch of their feet and because a Khamaseen is about to blow up. The dust blows in from the desert onto the dust-coloured Louis-Philippe buildings, onto the Opera House, built in a fortnight by Ismail for the visit of the Empress Eugénie. The dust blows past the jalousies into the "Art Moderne 1900" interiors, onto the pinnacles of bric-à-brac with which many of the locals like to crowd their rooms. The heat becomes oppressive, only the darkened room is bearable.

Apart from its stream of visitors, Cairo has its many resident celebrities. Prince Mohamed Ali, heir to the throne and cousin of King Farouk I., is one of the Allies' greatest friends. He has the graces that flourished more in the 'nineties than today. In his tarboosh, morning coat, and sponge-bag trousers, with an enormous emerald on one finger, he is accompanied by his two secretaries when he shows the botanical triumphs in his garden or the latest palaces and pavilions in his domain on the Rhoda Island. There can be few people in the world today like him, busily employed in creating architecture. Many ceilings have been brought down in cities all over the world, but here, at this moment, painters and gilders are still working on tall ladders, making Syrian carving and cornices.

Prince Mohamed Ali's Regency Palace, like a scene in Perrault's "Conte des Fées," is only recently completed. A brilliant turquoise-and-silver room with a four-poster bed made entirely of real silver (it belonged to his mother) leads into the ballroom—a vast peppermint ice-cream, pink-and-gold affair, with columns in the form of gilded palm-trees. The cool breezes tinkle in a crystal and crimson glass chandelier. With dispassionate admiration, the Prince shows his collection of carpets, glass, silver, calligraphy, and embroidery, (Continued on page 110)

Good Timers

EXCLUSIVE

Sporteens

FASHIONS

Equally at ease in town or country, this skillfully tailored jacket and skirt will constitute your basic wardrobe for many seasons. All wool—imagine!—made with that finicky attention to detail that characterizes all SPORTEENS Fashions.

Brown ground with either green or rust overplaid.

Sizes 12 to 20
Jacket and Skirt under $18

Also wear the jacket with a Dual Control* Culotte Skirt — you can snap from skirt to culotte and back to skirt again without taking it off!

at your favorite store, or write:

SPORTEENS, inc.
1359 Broadway New York, N. Y.

*Reg. U. S. Pat Off.

Americanas

*designed by British Walkers**

Walk untiringly in "Americanas," for health, for pleasure, for patriotism. The utmost in comfort. Their construction secret: you make *your own footprint* in their soft, resilient, platform soles. *Step-in or oxford in brown, black or navy calf, with saddle stitching . . . 11.95.*

Harzfeld's

Petticoat Lane, Kansas City

**made in U.S.A.*

"A Prof. Cracks Wise"

1st Professor: "There are two students who have avoided the first 'cram'—they chose Hartmann."

2nd Professor: "And, when unpacked, their clothes will pass any exam. And they'll be in line for a D.C.C.—Doctor of Clothes Conservation."

HARTMANN TRUNK COMPANY, RACINE, WISCONSIN

HARTMANN luggage

GIFT OF THE YEAR . . . FOR YEAR-ROUND GIVING

CAIRO LIFE

(Continued from page 109)

housed in the museum he has built around the white marble quadrangles. But, to me, of all the salons in his palaces, the one with the most personality and appeal is the small drawing-room of black Aubusson tapestry, with panels depicting scenes of Egypt framed in arabesques of pink and scarlet roses.

Of the many whirling eddies of Egyptian society, several circles meet at the Manasterly house. Madame Fouad El Manasterly gives soirées in a circular pavilion at the far end of her garden, overlooking the Nile. The domed ceiling, painted in 1820, the embroideries of gold thread on dark crimson velvet, the glitter of the Turkish standard candelabra, and the white-draped musicians in the boats below the windows, create a romantic effect. They say that Moses was hidden in the bulrushes here. And it is here that the Nilometer, dating from the ninth century, still accurately measures the rise and fall of the Nile.

Madame Hussein Sirry Pacha, wife of the ex-Prime Minister and sister of Madame Zulfikar Pacha, who is the mother of the ravishing Egyptian Queen, entertains the more cosmopolitan Egyptians. Madame Boutros Ghali Bey and her sons create a wider circle that includes professors, artists, and writers. The intelligentsia from the world of actualities are entertained by Madame Rias. Mrs. Smart, the wife of the Oriental Secretary of the British Embassy, is a serious painter, exhibiting under her maiden name, Amy Nimr. Her house is unpretentious, is delightfully decorated with unusual flowers, with Dalis, Picassos, and Tchelitchews, and with a library of books rebound by herself. Madame Simon Rolo, so much admired by Paris before the war, brings her fresh colouring and porcelain quality to the evening festivities, having worked each day from two until eight o'clock, serving milk shakes at the Tipperary Canteen. A great number of Egyptian women work for long spells regularly each day for Allied welfares.

Few idle women

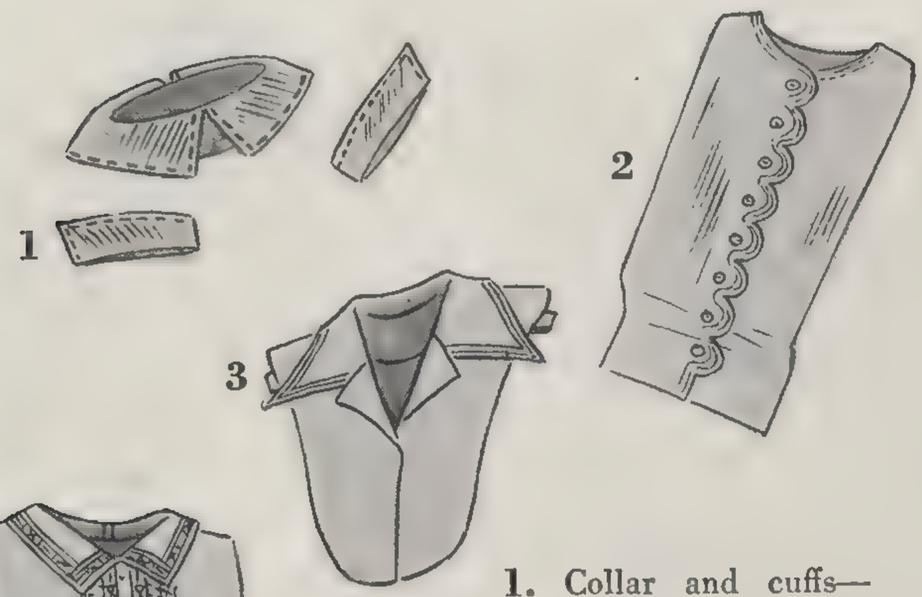
All Englishwomen are obliged to work over fifty-two hours each week or leave the city, but there are few idle women here in Cairo, few who would wish to be. So much help is needed in English Government offices, canteens, or hospitals. Lady Lampson, with the features of a chubby princess, drawn by Beardsley, apart from her duties as mother and Ambassadress, has an almost incredible list of welfare activities to her credit. These include: convalescent homes, canteens, broadcasting, the raising of large sums of money for her many charities. She has instigated the Springbok Club for South Africans, the Kiwi Club for the New Zealand troops. She is the originator of the Hurricane Rest House for the R.A.F., the Indian Officers Club, the utilizing of the Nile steamers as clubs for men on leave, and the Information Bureau, where they can get advice on anything from mending to shopping.

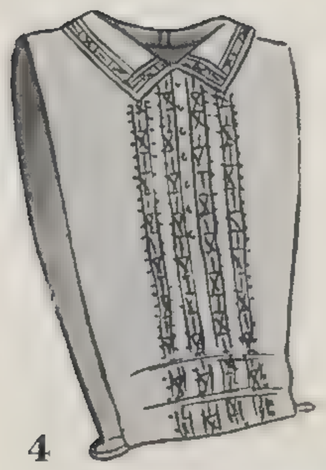
Most European families in Cairo are hospitable in inviting batches of wounded soldiers or men on leave to their houses, no matter how small they may be. Lady Lampson invites hundreds of these men each week to sit under the blue jacaranda-trees and the scarlet "Golden Mohors" in her garden, later to be entertained to music, tea, and a cabaret. The enjoyment of the hostess is infectious. The English and American colonies meet at the more formal parties given for the succession of distinguished personalities—the Duke of Gloucester, Field Marshal Smuts, the King of Greece—which cause Sir Miles Lampson to remark that the Embassy resembles a glorified Clapham Common.

Mr. Alexander Kirk, the publicity-shy American Minister, keeps long hours at the Legation. And he entertains, in three different houses and a houseboat on the Nile, his many friends and the staff of the U. S. North African Military Mission Attachés, who are part of the Legation.

Mrs. Richard G. Casey, wife of the Minister for the Middle East, looking like a radiant younger sister of Edna Ferber, is admired for her sincerity, intelligence, and charm, and for the eschewing of distraction in favour of (Continued on page 120)

FRONTING FOR YOU





1. Collar and cuffs—easy to wash, sew on; saddle-stitch piqué. $1.

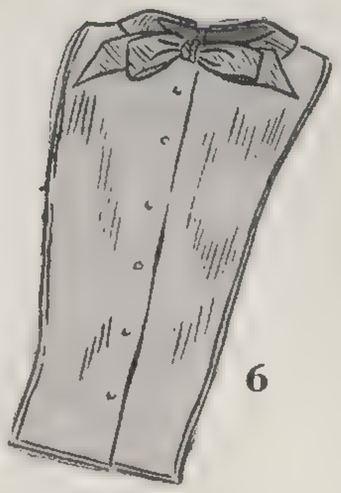
2. Crisp piqué vestee—with a scalloped cardigan closing. Just $1.

3. White "Jiffy"—rayon sharkskin. Adjustable shoulder strap tab. Two-way neckline. $1.25.

4. Fagoted dickey—of white piqué. For day or afternoon suit; $3.

5. Brown dickey—made of Cohama rayon broadcloth. Two tiny studs. $2.

• All Barouche Designs at Franklin Simon

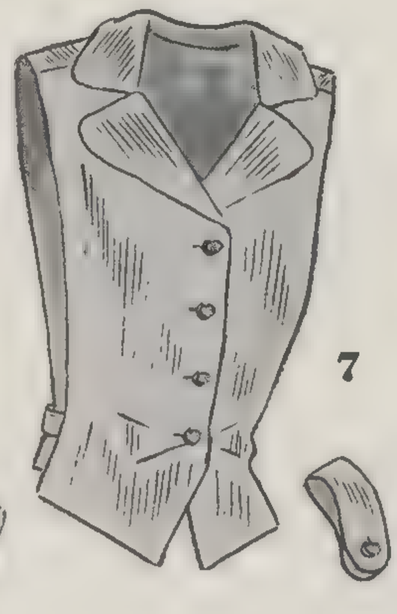


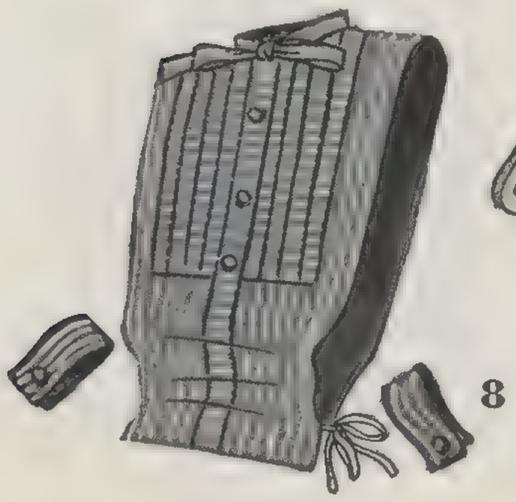
6. White bow dickey—of piqué, with a Peter Pan collar, and pearly buttons, and an amiably removable bow. It's $1.

7. Waistcoat-dickey—of white piqué; a rounded rever collar. Extras—the cuffs. Extras—the studs. Complete, this is $3.

8. Striped dickey—of blue-and-white Cohama men's shirting. Pleated bosom, cuffs, studs, $3.

• All Barouche Designs at Franklin Simon





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Versatile rayon-and-cotton blouse tailored so you can let it fly or tuck it in! About $6. "Lux it," advises Saks Fifth Avenue. "Lux is *thrifty* care—safe for anything safe in water."

LOVELIER THAN *Ever...*

When you *see* and *wear* GOLD MARK *Wearlons,* you'll know why fashion authorities are so excited over these glamourous new high twist Rayons! Featured in a choice of styles, from sheers to service weights, in lovely fall shades.

WRITE *for name of nearest store!*

GOLD MARK HOSIERY CO. • 392 FIFTH AVE., N.Y.

CY MONETTE designs two elegant little couturier suits in precious Virgin wool for all your important occasions, with newly styled, self-crusted details . . . Blue, Green, Brown, Black, in sizes 10 to 20.

(Above)—with Sable-dyed Squirrel at *(Patent Designed)* **49.95**
(Below)—Simply rich, at . . . **39.95**

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SENTIMENTAL NIGHTGOWN—white Bur-Mil rayon crêpe; embroidered blue hearts. Leonora nightgown; about $4. BEGUILING BED JACKET—to match the nightgown. $3. (Slips and panties can be had, too.) All, at J. L. Hudson

WELL-MANNERED SLIP—of tea-rose Bur-Mil rayon crêpe, with Laton sides to keep it smooth-fitting, non-skidding. A Shar-loo slip; $2.25. Altman

CORDUROY CLASSIC ROBE—so law-abiding it's been chosen by the WAAC's; so pretty, in wine-red. Above-ankle length. Saybury robe; $9. Franklin Simon

DRESSMAKER SLIP—and it is practically a feat in engineering, too. No side seams; just one seam in back. Tea-rose rayon satin. Mary Barron slip; $2. McCreery

TAILORED ROBE—at the right—a trim navy-blue number of wool, cotton, and rayon, piped with narrow blue-and-white stripes. $8. A Royal Robe. At McCutcheon

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DON'T YOU FIND vacation time quite a challenge? Going off among new people and new places, you can drop your home conservatism—dress and act with more freedom . . . In a 1942 swim suit you can have truly modern sanitary protection with Tampax. Being worn internally, Tampax cannot cause a bulge or line or wrinkle. You yourself cannot even feel Tampax when it is in place!

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Tampax is made of pure surgical cotton, compressed in dainty applicators. Disposal is easy. No odor. A month's supply slides into your purse. *Three sizes:* Regular, Super, Junior. At drug stores, notion counters. Introductory size, 20¢. Bargain Economy Package gives 4 months' supply. Tampax Incorporated, Palmer, Mass.

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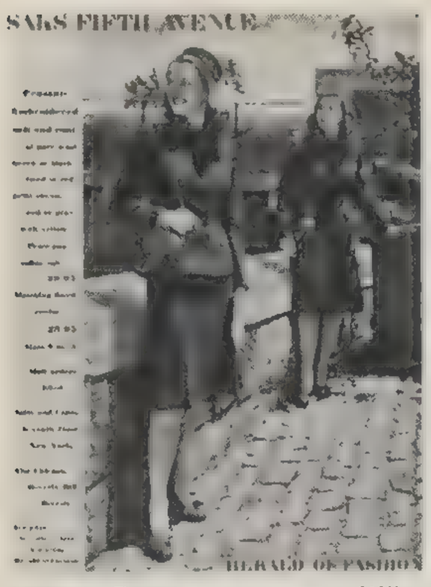

see page 8

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Findlay, Ohio ..... Simon's
Flint, Mich. ..... Maas Bros.
Florence, S. C. ..... Hendrickson's
Frankfort, Ky. ..... Farmer Hudson Co.
Fulton, N. Y. ..... McDonald's
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Hartford, Conn. ..... Florence Travis
Holland, Mich. ..... Jeane's Specialty Shoppe
Hornell, N. Y. ..... McBride's
Huntington, W. Va. ..... Princess Shop
Indianapolis, Ind. ..... H. P. Wasson & Co.
Jacksonville, Fla. ..... Levy's
Kalamazoo, Mich. ..... The Style Shop
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Knoxville, Tenn. ..... Miller's, Inc.
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HERALD OF FASHION
500 7th Avenue, N. Y.—16th Fl.

IS IT LOVE OR INFATUATION?

HERE'S the check-up on your emotions that are questioned on pages 76 and 77.

1. Yes .... infatuation
   No.. it's love
2. Yes .....love
   No .... infatuation
3. Yes . infatuation
   No.... love
4. Yes . .. love
   No.....infatuation
5. Yes.... infatuation
   No.... .love
6. Yes.....love
   No.... infatuation
7. Yes .. infatuation
   No.....love
8. Yes.... love
   No.. . infatuation
9. Yes.. .. infatuation
   No.. . .love
10. Yes.... love
    No.....infatuation
11. Yes . . infatuation
    No.....love (you'd be too shy)
12. Yes.. ...infatuation
    No.....love (you won't hint)
13. Yes..... love
    No..... infatuation
14. Yes.....love
    No..... infatuation
15. Yes.....infatuation
    No.....love
16. Yes.....love
    No.....infatuation
17. Yes..... infatuation
    No.... .love (you want to tell him the truth)
18. Yes .. love
    No . .. infatuation
19. Yes .....infatuation
    No. ....love (you want secrecy)
20. Yes.....infatuation
    No.... .love (you're pleased)
21. Yes . ...love
    No infatuation
22. Yes .. infatuation
    No love
23. Yes . . infatuation
    No . love (it's more fun being yourself)
24. Yes.....infatuation
    No.....love
25. Yes.....infatuation
    No.....love
26. Yes.....love
    No .... infatuation
27. Yes.....love
    No.....infatuation
28. Yes . .. infatuation
    No..... love
29. Yes..... love
    No. .. infatuation
30. Yes..... love
    No.....infatuation
31. Yes... ..love
    No... infatuation
32. Yes .. love
    No.. ...infatuation
33. Yes .....infatuation
    No .... love
34. Yes..... infatuation
    No. .. .love

GIVES LIPS *Sparkling* BEAUTY OF RARE JEWEL!

The Lipstick Used By So Many Stage and Screen Stars

Do you envy those fascinating females whose lips are always so exquisitely and expertly glorified with lipstick—whose *lovely* lips make the most sophisticated male whistle softly under his breath and ask "to be introduced"?

If *your* present lipstick doesn't give you this vital lip-appeal—by all means try ANGELUS—the most beautifying lipstick ever created by The House of Louis Philippe.

Why ANGELUS Does So Much For Lips

ANGELUS is famous for its *special* creme base. Notice how smoothly it goes on. It "stays put" for hours without caking or drying. Yet never appears greasy. ANGELUS now comes in a special 49¢ economy size—the same gorgeous quality as in the costly de luxe size and in the same vibrantly youthful shades. Buy ANGELUS *to-day!*

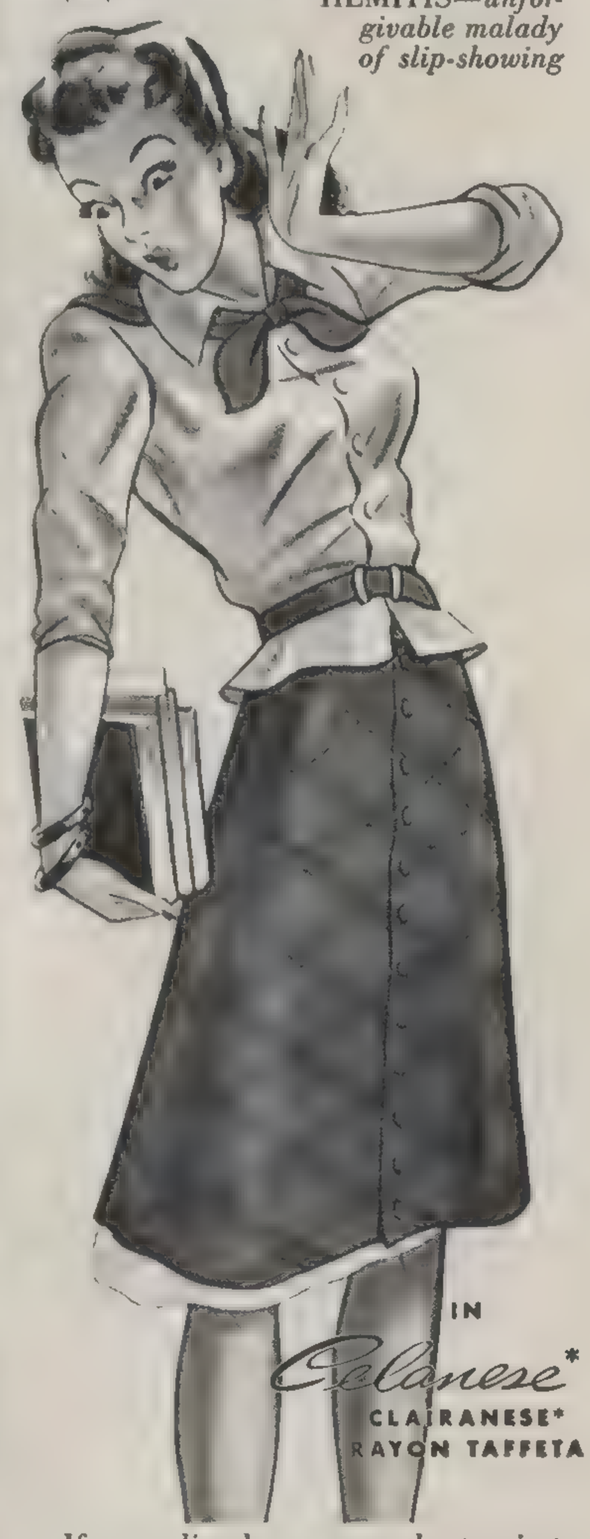
For *complete* matched makeup use

Louis Philippe

ANGELUS LIPSTICK-ROUGE-FACE POUDRE

Jeeps! Have I Got *Hemitis**?

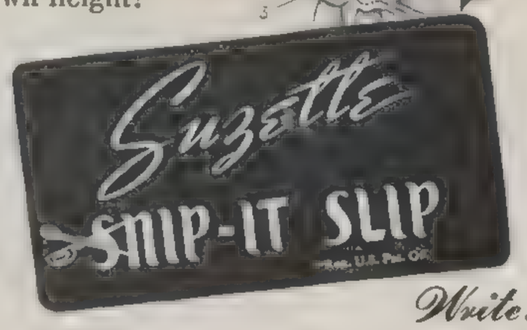
*HEMITIS—*unforgivable malady of slip-showing*



If your slip shows, even the teeniest bit, you've got Hemitis*—but bad! A fine thing, Lady, when Hemitis* is so easy to prevent—with SUZETTE SNIP-IT SLIPS. Simply twinkle your scissors along any of the three non-raveling hems—and snip off the part that shows! Skiddoo to Hemitis*! Welcome to glove-like fit! Bodice molds like a dream-bra. No-ride skirt. At smart stores everywhere! In 19 lovely colors. 32 to 40. About **$2.25**

THREE NON-RAVELING HEMS YOU SNIP OFF WITH SCISSORS...

No needle or thread! No fuss or bother! Simply snip along the scalloped hem that suits your own height!



Write!

If unobtainable, send penny postcard for Color Selection and name of nearest dealer, to S & Z Mfg. Co., 230 S. Franklin St., Chicago, Ill.

"It's LUX for flannel," says PECK & PECK

• Slim and smart for study or after-class dates—chalk-striped flannel about $30 . . . And you can Lux it—save cleaning bills! "Use lukewarm Lux suds—press under a damp cloth," says Peck & Peck. "This gentle care is safe for anything safe in water."

LEG ART

WHENEVER you go without stockings, whenever you wear socks, do take time out first to make up your legs. They'll look prettier made up, and you'll learn, with a little practice, how to make the most of their good points, minimize their defects.

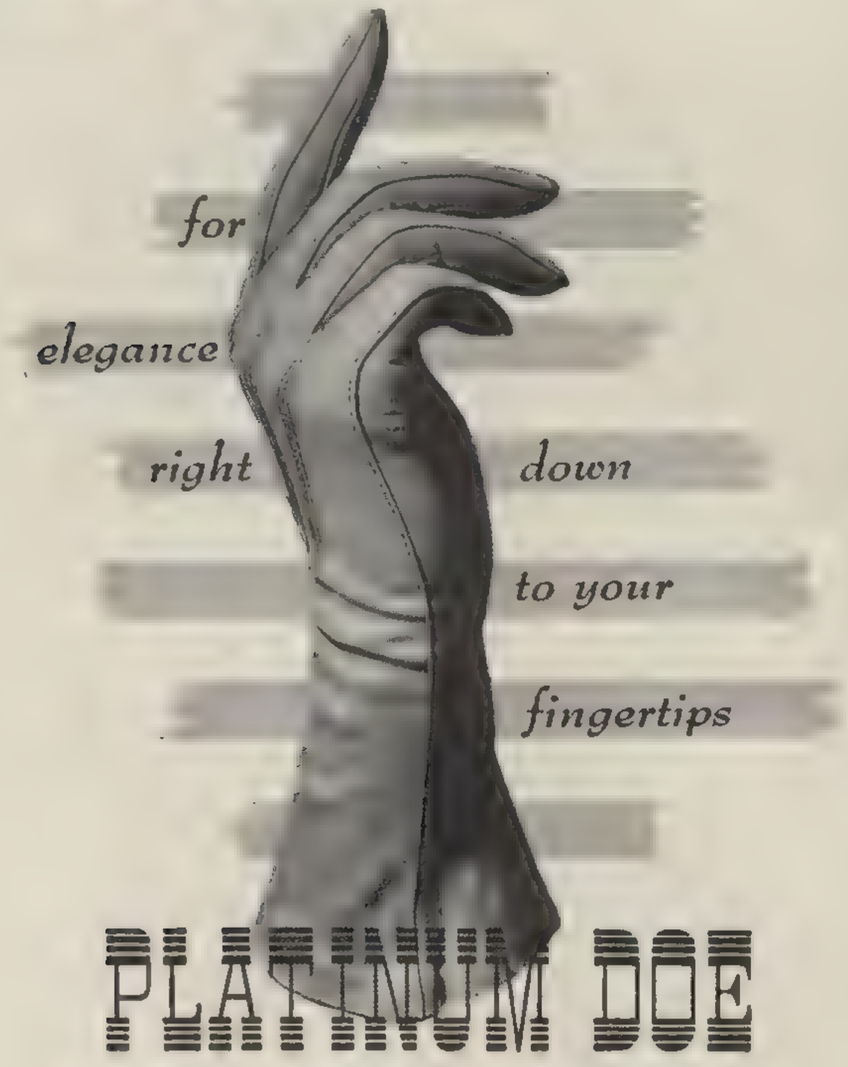
We've classified the various leg make-ups according to their consistency: liquids, clear and opaque; solids. Discover for yourself which one you think would be the easiest to use, which one would be the most flattering to your legs...and practice. Practice by sitting on the edge of your bath-tub or on a stool placed close enough to the edge so that your legs will hang over inside... then if the lotion spills, and it will, it won't matter.

The clear liquids will give you the most naturally browned look of all make-ups, because they'll permit your own gleaming skin surface to shine through. Whip this kind on and *up* with your hands, or a sponge or pad of cotton that's been saturated with it. Begin conservatively to avoid having to make repairs, and, if you want to deepen the first shade, apply a second coat.

Elizabeth Arden "Liquid Bronze-Glo" in Dark
Harriet Hubbard Ayer "Stocking Lotion"
Beauty Counselors "Jiff-On"
Bellin's Wondersheer "A Stocking Film," Amber—and Rose Beige
Gourielli "Leg Tint"
Tone "Bittersweet Complexion Tint"
Tussy "Leg-A-See"

The opaque liquids are more difficult to darken, so choose the shade carefully. Remember that you'll never get it a deeper shade than it is in the bottle. After you've smoothed the lotion on with your hands and after it's dry, rub your legs briskly with the palm of your hand or a towel until you achieve that satin-smoothness of stockings: Bare Facts remain hidden.

Antoine "Stocking Stand-In" in Light and Dark



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by Wear-Right
REG. U.S. PAT. OFF.

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WIMELBACHER & RICE • 244 Madison Ave. • New York, N. Y.

***Registered *American Lambskin*

LEG ART

Elizabeth Arden "Velva Leg Film" in Sun Beige and Sun Bronze
Armand "Homogenized Leg Make-up"
Bonne Bell "Mexitan"
Charbert "Gentlemen Prefer Bronze" in Pale—Light—Dark Bronze
Charles of the Ritz "Make-Up Lotion"
Jacqueline Cochran "Leg Make-Up"
Frances Denney "Leg Makeup Film," an emollient
Dorothy Gray "Leg Show"
Donu Edmond "Prana Leg Make-Up" in Medium and Dark
Barbara Gould "Complexion Dressing" in Mandarine Tan
Richard Hudnut—Dubarry "Powder Lotion" Tropical, Bronze
Jaquet "Summer Stocking" in Castanet and Rose Tan
Rose Laird "Leg Tone, The Hose-maker"
Lorr "Leg-Tan Cosmetic Hose" in Natural and Sun Tan
Macy's "Hose-Tex" in Pongee and Cocoa
Mavis "Liquid Hose" in Sheer Beige and Dull Bronze
Germaine Monteil "Bronzé Beauty Balm" in Light and Dark
Helena Rubinstein "Aquacade Lotion" in Stocking Shade
Tussy "Show-Off"

The creamy solids are smoothed on with your hands, too, and, since they'll take a little longer to dry than the liquids, you can take your time in modeling and blending. You can make your legs look thinner by using a light shade up the length of the leg, front and back, and a darker shade on the inner and outer sides of the calf. If your legs are too thin, you can add the illusion of inches by reversing the two colours.

Elizabeth Arden "Velva Beauty Film," Light—Dark Waterproof
Armand "Leg Make-up." Cake
Helena Rubinstein "Legstick." Cream in stick form
Cyclax of London "Beauty Bronze." Cream
Lydia O'Leary "Waterproof Covermark Dark." Cream

First Aids for Shipwrecked HAIR

Did sun, sea and sand punish your hair this summer? Better let Ogilvie Sisters' famous hair preparations come to your rescue. ***Fifth Avenue Hair Kit*** *contains four essentials that perk up listless, faded hair and aid oily, dry or dandruffy conditions. $1.* ***Creme Set "make-up for your hair"*** *keeps your hair always neatly groomed. 75¢ & $1.25.* ***New Cream Hair Pack*** *prevents fuzzy permanents and gives a lovely lustre. $1. Try at home and take them back to school.*

Ogilvie Sisters

At drug and department stores and beauty salons. Write for store names and Hair Care Booklet.
Ask about Ogilvie Method for menfolk.

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Guaranteed by Good Housekeeping

It pays to insist on the famous Tish-U-Knit label!

Tish-U-Knits are made to glamourize . . . to compliment each type. America's sweater girls know that Tish-U-Knit gives you well-made sweaters at modest prices — in all wools and also in Victory yarns that can "take it" on campus, or in war work. They "feel" as good as they look . . . in every good color . . . all sizes.

(Illustrated): WESKIT. Smart sleeveless model you'll wear under jackets, over shirts and other sweaters. Chamois front, contrasting color border and back of Victory yarn. Sizes 34 to 38. $4

At stores everywhere, or write OLYMPIC KNITWEAR, Inc., 1372 Broadway, New York City
In Canada: Art Knitting Mills, Reg'd, Montreal

FREE Fashion Folder on Request. Inquire about the Tish-U-Knit 1942 National "Sweater Girl Contest".

TOP-FLIGHT

Styling

PLUS THE

Wellesley

2-YEAR GUARANTEE

Your government advises, "Buy clothes that last." Wellesley gives you lasting service to back its fine fur styling. Seal or beaver-dyed coney—prime Australian skins—shimmering beauty and supple drape, plus the Weldback process that insures excellent wear and service and is backed by a two-year guarantee. **$110 to $125**

At leading stores throughout the country. For store in your city write

NATIONAL FUR COAT CO., INC. • 333 Seventh Avenue, New York City

is the "Trench Coat Dress" in the slim new Victory silhouette with a row of military buttons and gold kid belt. It's our all-American fashion for Fall in a fine, all wool and rabbit hair fabric of buttery softness. In signal red, gold leaf, haze blue, olive green, natural birch. Sizes 10 to 20. **$25**

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, 498 SEVENTH AVENUE, NEW YORK CITY

WANTED—PIONEERS

Address by G. Lynn Sumner, June, 1942

THAT eminent and able commentator, Raymond Clapper, recently wrote: "Commencement addresses are apt to sound a little silly this year because the speakers know no more about the kind of world they are trying to talk about than the young folks do. Probably not as much. The old fellows know so much that isn't so any more. The young folks have free minds."

Mr. Clapper goes on: "Once the commencement season was a time when stuffed shirts, who had made a little money and had given some of it back to old alma mater, returned to the campus, put on cap and gown, and told the hot, bored graduates how to succeed in life. The formula was to work hard and save."

I propose to spend no time this morning in dwelling on a world we shall never see again; but to talk with you for a few minutes, as practically and as realistically as I know how, about a new world in which the young men and women of this generation are to be the pioneers.

For we are in the throes of a world conflict so shattering in its impact, so vast in its scope, so destructive in its convulsions that, when at last the morning and the calm and the peace arrive, there will be revealed not the world we once lived in, but a new world waiting like fresh clay for the sculptor's skill. And it will be a world in which the grave responsibility of leadership will depend upon the people of these United States.

That responsibility will be ours not only because this country has great resources of natural wealth and man power, not only because after the war we may still be relatively strong, while other nations may be famished and ravished and weak. It will be ours because, from its very beginnings, this has been the country of the pioneers. This land owes its discovery and its development to those, out of all Europe, who are intrepid enough in vision and in physical courage to sail uncharted seas in search of a new world. And it owes its material and spiritual development to those to whom freedom to work and to worship meant so much that the promise of privation could not stay them from coming to a land where they might set up for themselves free institutions.

Pioneer inventions

When the farthest frontier had been settled, the pioneer spirit found other forms—in the building of railroads and telegraph lines, in laying the Atlantic cable, in the better ways of recovering Nature's riches—coal, oil, gold and silver. Then pioneering found expression in the age of invention—the telephone, the automobile, the radio, the airplane—in the development of electric light and power. And with them all came methods of manufacture and distribution and brought comforts and conveniences to countless homes and gave to a large part of America a standard of living beyond the dreams of the people of less favoured lands.

These pioneers did something more. They proved that people could govern themselves, and all over Europe and South America, and even in China, hope was born for nations long plundered and exploited by kings and emperors who ruled the many through the power of the few.

Now such a land and such a way of life carries with it a tremendous corollary—the duty to defend it. And in this year of 1942, we find ourselves allied with other peoples of like faith and hope, fighting, as Lincoln said seventy-nine years ago, to determine "whether any nation so conceived and so dedicated can long endure."

There can not be in the mind of any one of us the shadow of a doubt that we must and will win this war. To that end, so long as this tragic emergency must last, there is only one solemn duty for every man and woman, for every boy and girl—and that is to do our utmost in the supreme war effort.

But we would be short-sighted indeed if we did not give thought to the peace that follows, and to life as it is to be lived in the days to come. For we will wake one morning when the last

FOR A NEW WORLD

Commencement Exercises, Albion College

grim dictator has fallen, when the last fighting ship has returned to its port, when the last fighting plane has settled to earth, and the last weary soldier is home from the wars—we will awake one morning, exhausted with joy and relief—to find ourselves in a new world.

Let us look at it for a few moments. First of all, there will be millions of hungry mouths to feed, millions of sick and wounded to bind up and to heal—and they will require all the skill we can muster of supply and of surgery and of tender nursing.

There will be tens of millions of men and women coming back to dislocated and converted industries. That will call for a supreme test of good government and understanding management and wise leadership of labour.

There will be, for schools and colleges, problems of training for usefulness that will call for a new vision in education.

There will be problems of production of goods for a world long deprived of the comforts and the conveniences it had grown to accept complacently.

But let us not assume that, in the resumption of making and distributing goods, we will be returning to the ways we knew. Every hour of the day and night since this emergency began and continuing until it is over, the best brains in science and engineering and research have been and will be concentrated on better, faster, more efficient ways to make better, faster, more powerful, and more efficient tools of war. They are shielded in secrecy now, but, after the war, all these countless improvements will be applied to the serving of peacetime human needs.

Pioneers in the air

Let us look for a moment at aviation, for more than any other industry this will transform the way of life for years to come.

For example, Glenn L. Martin has built a giant ship that can carry one hundred and twenty-five fully-equipped soldiers, plus a thirteen-and-one-half-ton tank. What can it do in time of peace? It can and will take on one hundred and five passengers and all their baggage and twenty-five thousand pounds of mail, and fly from New York to London in thirteen hours. But Glenn Martin also has ready for production another ship twice as large, and is designing still another four times as large.

Grover Loening, one of our most distinguished plane designers, tells us that the present Douglas B-19 bomber, with a carrying capacity of twenty tons, and a speed of two hundred and fifty miles an hour, can make twenty-five round trips to a foreign port while a cargo vessel is making one. Forty thousand such planes can take over and transport all the cargo carried by all the surface ships of the United Nations now sailing the seven seas. Forty-five thousand more planes of the heavy bomber type can replace all the freight-cars of all the railroads of the United States. Fantastic? Not at all.

There is another development in the field of aviation waiting for us in this world of tomorrow. That is the helicopter for individual and family use. Igor Sikorsky, the eminent Russian designer now associated with United Aircraft, has created a helicopter in which one can rise perpendicularly from a backyard or a garden, and then proceed at any speed from five miles an hour to one hundred and fifty miles an hour and, on arriving at one's destination, settle gently to the ground in any fifty-foot clearing.

Of course, this does not mean that, after the war, the automobile will be obsolete. But the motor-car that emerges from the post-war factory will be a new and better car with a power and efficiency unknown to engineering even one year ago, because all the advances and discoveries made in designing planes and aircraft motors will be applied in the construction of the automobile of the future.

Out of the electrical laboratories after this war will come fantastic new developments in radio, (Continued on page 118)

"It's LUX for sweaters," says BONWIT TELLER

Top-notch wool "investment": slip-over and cardigan Shetland sweaters—matched or mixed colors. About $28 for the two. "Treasure precious wools," says Bonwit Teller. "Use gentle lukewarm Lux suds—rinse in water the same temperature. Dry flat. With Lux care you can keep washable sweaters soft, lovely longer!"

Whether you are "on duty" or off, HILL AND DALES are those well made, well designed shoes you can wear and cherish from one season to another. They have been the first choice of busy women for more than a generation. ★ Here are three of many HILL AND DALE models in polished calf, hand rubbed and mellow.

Hill and Dale shoes, priced from $8.95 to $10.95, are sold by good stores everywhere. For their names write Dixon-Bartlett Co., Baltimore, Md.

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WANTED — PIONEERS

(Continued from page 117)

in television, in lighting, in power transmission—in new wonders worked by the harnessing of the energy of electrons.

Out of the chemical laboratories will come new magic in plastics, in synthetics, in alloys, in vitamins.

Closely touching human comforts is the coming revolution in home building. For in the opinion of the best authorities, this war will be followed by the entry of science into the construction of houses and of entire communities. The historic hammer-and-saw, one-house-at-a-time operation will give way to industrialized mass production of homes, better designed, better built, better equipped, and lower in cost than any ever known.

Other pioneers

There will be need of other pioneers in this new world. They will be the pioneers of thought, of considered planning in the fields of government, of society, of social welfare, of human relations, of all the complex phases of our domestic economy. This calls for pioneers devoted not merely to the preservation of our democracy, but to bringing the blessings of that democracy to more of our people than ever have enjoyed them in the past.

There will be critical need for pioneers with a sympathetic understanding of mental and spiritual ills. There will be need for wisdom and patience among men and women in the fields of education and science and medicine and social welfare and religion to help and guide and encourage and inspire those who have suffered the cruel shocks and privations of war, and those all over the world who emerge from years of suppression and tyranny with shattered nerves and embittered minds.

Every man who participates in this total global war will come out of it with a new conception of his own rights. For war is the great leveler. Wealth as it was known before this emergency will not be known again in our time. Poverty as it was known before this emergency should not be known again—ever.

No reconstructed profiteer can take the leadership in this adjustment. No reconstructed radical can take it. No petty politician. No pompous isolationist. No long complacent and inhibited beneficiary of lush years, yearning for return to times that can never come again.

Rather it must be those who share the common agony of this ordeal by fire, those who fight the good fight in the roaring battle-lines and in the flaming skies, those who toil in the seething industries—the young and the brave; those who come to their clear-eyed maturity now in this tragically critical generation—these are the men and the women, vigorous and unafraid, who will face the problems and the privileges of this new world. These are the men and the women who must have the vision and the resourcefulness and the courage to push forward as to the frontiers of a new land. These must be the pioneers.

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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TIME TO STAY IN COLLEGE

(Continued from page 40)

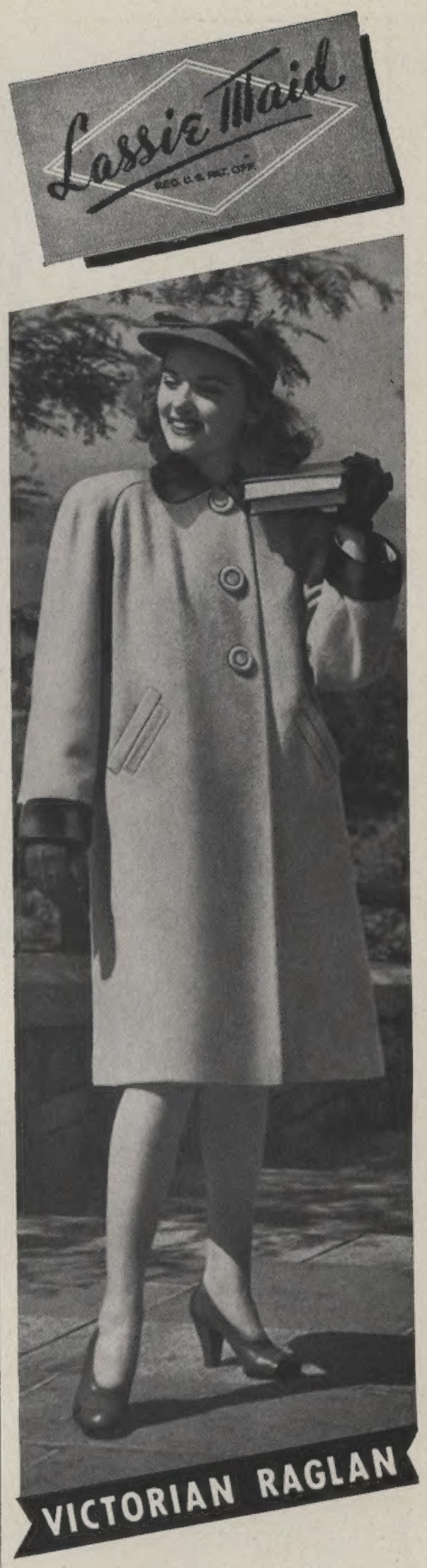
The new clothes and Limitations Order L-85 constitute the happiest union imaginable. "Jackets no longer than 25 inches," says L-85. In answer, consider the jackets on page 68 of this issue —well within the letter-and-spirit of the law; newer and righter than the long jackets of yesteryear, which looked as though they came from a man's shop—and often did. "Skirts no more than 72 inches wide," says L-85. That means curtains for pleated skirts; but it clears the way for a whole new field of dirndl skirts —new, narrower dirndls, straight in back, less bounteous than before, but more becoming than ever.

College girls don't have to be told how useful extra skirts are. One or two really good ones practically make a wardrobe—with a few sweaters (preferably black), a few blouses (preferably white). On pages 52 and 53, you see six really good skirts —one is shown in three different versions, for campus, town, or tea-dancing. For evening, you might have a separate skirt of yellow velveteen, floor-length, tied with a drawstring at the waist —like the one in the frontispiece of this issue.

For war work, or just bicycling around campus, shorts and culottes are edging out slacks, this year. The shorts are longer; the culottes, shorter. One new culotte, shown in this issue, is of grey flannel, faced with plaid cotton to show when the wind whips it up. The new, longer shorts are vaguely like the ones Allied soldiers wear in the tropics; they're particularly fine in grey flannel, teamed with a beige shirt, white socks. (Beige, grey and white are wonderful together.)

Now more than ever, a pretty, citified, street-length black dress is something you won't want to be Without. Now more than ever, your weekends will be big-city ones, with escort duty handled by a beau on a two-day pass or brief shore leave. This year's little black dresses are designed for just such weekends. Often, they're trimmed with faille or satin or velvet, making full use of the drama of black on black. Pages 54 and 55 show what we mean.

You'll still be dancing—at proms, at parties for the armed forces. And you'll want to look your very prettiest, your very most feminine. (No more booming around dance-floors in baggy sweaters, elderly skirts.) "Probably there will be less occasion to dress up," writes a Prix de Paris entrant from the University of Wisconsin, "—but when we do we'll do a good job of it!" Dancing dresses, this year, manage—somewhat miraculously—to have full, swirling skirts that whirl in the waltz, or the Waltzing Matilda, without, simultaneously, violating WPB restriction orders. On pages 66 and 67 you see four that perform this feat. One does it by having a skirt of unrationed net; the other three by knowing cut, clever handling of material. N. B.: Three out of the four have that favourite neckline of the young—a low, square-cut one, incredibly flattering to young throats, and practically tantamount to cutting for any other kind.



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CAIRO LIFE

(Continued from page 110)

her very considerable work. The Minister, who has a far-reaching job of co-ordination—a job that never finishes—is always to the point: his rapier-thrust energy is stimulating and inspires confidence.

Sir Thomas Wentworth Russell, like a Phillips Oppenheim hero, is the Englishman-head of the Egyptian police, with the rank of Pasha. He is largely credited with the stamping out of dope traffic, is respected throughout Cairo. His wife, a great organizer, is not only responsible for the Tipperary Canteen, but also for "Music for All," a model of democratic culture, whereby officers and men alike can enjoy serious music in an atmosphere of comfort and taste. Lady Russell's house, with green shutters, a clipped hedge of jasmin, and English roses in bowls, re-creates in the East the best atmosphere of Chelsea.

Mrs. Marriott, wife of John Marriott, is sometimes known as Momo Pacha, and can be considered a resident, for she has lived here since two years before the war, in a white-and-beige house filled with tuberoses and with the latest interesting arrivals or celebrities in transit. (The daughter of Otto Kahn, she was Maud Kahn.) With Mrs. Fielding, she has originated the "Come-and-get-it" lorries which take comforts, cigarettes, food, and magazines to the front line, and which make all the difference to the troops. Mrs. Fielding also works with the V. A. D.'s at the 15th Scottish Hospital.

The Seamy Side

Cairo has its faults: the contrast of its ways of living; the squalor of the side streets placed in the heart of the city; the noise; the easy optimism and the pap-feeding news of the local papers; the political squabbles and the profiteering. Cairo's visitors are sooner or later laid low or doubled up with the absurdly-named Egyptian stomach (or "Gyppy Tummy")—a most exhausting and humiliating disorder which corresponds to "Delhi Belly" in India.

"Here Lies the Fool..."

The stranger, rather tense on his arrival, often feels frustrated and misses a sense of urgency in others; but in time he will realize, in spite of the heat, a technique is achieved by which work can be done in spite of, or because of, a siesta. In fact, a peculiar brand of efficiency is evolved. The telephone and delivery services are extraordinarily efficient; the gardens are flooded with clockwork precision promptly at the same moment each week through the excellent organization of the Delta Land Company, which allows the water to flow specifically for that purpose. But it is always well, when patience is near exhaustion, to remind the critics of the Kipling inscription on the tombstone—"Here lies the fool who tried to hustle the East."

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Bates Bedspreads with Matching Draperies

BATES famed College Board (twelve outstanding undergraduates from typical campuses in all sections of the country), has this year conducted its most significant survey. They not only interviewed college presidents . . registrars . . newspapermen . . store executives . . laundry heads, but polled scores of campuses such as Sarah Lawrence, Leland Stanford, Barnard, Briarcliff Junior College, Yale, Harvard . . the Universities of Virginia, Iowa and Michigan! The 1942 college attitude is briefly: "We want to *stay* in school and learn all we can as quickly as we can. We want to go easy on the family budget. Avoid waste — mistakes. We know we'll be working in our rooms more and more. That it will be important to have them good-looking. BATES *woven* spreads are not only a good idea — they're as much a campus 'must' as textbooks." BATES has developed a brilliant Back-to-School series. All wash like a dream (even in college laundries) . . are lintless . . wrinkle-proof. BATES matching pinch-pleated draperies are ready to hang . . up in two minutes!

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